

Quincy Area Convention & Visitors Bureau
Board Meeting Minutes
March 16th, 2025

Board Attending: Jeff Scott, Jarid Jones, Eric Entrup, Amy Graham, Caroline Poles, Jamie Beasley

Staff Attending: Holly Cain, Megan Masterman

Holly Cain called the meeting to order at 12:00 PM.

The December Meeting Minutes were approved

Jarid motions to approve
Caroline seconds

Holly Cain shared the financial report stating:

- Our accounts are still earning better interest since switching to HomeBank
- Checking balance: \$139,679.76
- Cd balances: \$39,121.99
- Total Assets: \$154,066.44
- We have 2 months left in the current fiscal year
- Profit/Loss
 - Our income/expense ratio is thrown off at the moment because
 - County Tax is low because we no longer have any hotels in the county
 - Our main grant from the State will come in monthly as usual, we are just waiting for the next installment
- 202/2026 FY Budget
 - 2025/2026 Budget draft was presented for feedback
 - It is very similar to the past year with a few minor adjustments
 - The \$100,000 from the city for the LEGUP grant has been removed
 - The \$30k additional tourism marketing grant from IL Tourism has been removed as it is not available this year.
 - Executive Committee Approved:
 - 3.5% cost of living increase for employees for 25-26
 - 3% cost of living increase for employees for 26-27
 - Jamie Motions to approve
 - Eric seconds
 - Unanimous vote to pass

Holly Cain presented her director's report highlighting

- 2024 annual report is in final drafts and will be released soon
- LEGUP Grant
 - Very smooth and successful process
 - All funding has been allocated
- The sublease for room rental at Villa Kathrine was approved by the Park District
- Fishing For Freedom registration is full!
- Grand Prix of Karting is returning this summer

- Bet on Q Funding has \$20,000 remaining
- Flavor Tours are taking bookings now with a new route for the summer
- Billiard's tournament will be up and running all next week in Quincy
- Kayaks return 4/1/25
- Working with some new influencers/ freelance writers in the coming year
- We are helping the Art Center with a new event on Dogwood weekend
- We are collaborating with Juneteenth for a film featuring the legacy of Father Tolton
- Mark Your Calendars: 8/8/25 we have a tent at Blues in the District
- Note the 1 sheet in your packet – it is helpful in highlighting the ROI for the Food and Beverage Tax

Lori Tuttle's marketing/pr report consisted of the annual report in an infographic. Highlights are:

- Reworking an old guide and now calling it Hidden Hollywood – featuring fun celebrity stories in the area
- Many ads circulating both digital and print
- Partnering with Illinois Foodies blog/vloggers for social media and advertising

Jeff Scott expressed the need for a Nominating Committee. These individuals volunteered:

- Jarid Jones, Chair
- Joi Cuartero Austin
- Caroline Campbell
 - If anyone else has interest, email Jarid

Eric Entrup Update

- City Council is focusing on the grocery tax that has been delayed
- Farha will be replaced by an appointed representative
- Things are a bit heated right now in regard to any proposed taxes
- He is not feeling optimistic about the renewal of the Food and Beverage Tax
 - But Eric will try a couple of strategies to see if the reallocation of some of the funding is appealing to the committee
- Food and Beverage Tax will sunset on 4/30/25 if not reinstated by council.

Amy Graham Update

- Nauvoo
 - Pursuing Museum City Status
 - Designated in Better Cities for Pets
 - State Park
 - Hoping to build 18 hole disc golf course
 - Adding kayak rentals to Lake Horton
- Carthage
 - Designated in Better Cities for Pets
 - Legacy Theater
 - Casey Hall is the new Executive Director at Legacy Theater
 - Great year of sales for adult and student programming

- Kelsey Grammar event adding second performance on Sunday
- Kibbe Museum doing well
- Hancock Bicentennial celebratory events going on now
- Park District
 - Kayak rentals on the lake

Jamie Beasley Update:

- Pittsfield is looking to put in a pickleball court
- The Civil War Reenactment will not take place as in past years
- Looking for event ideas
 - Aiming to bring tourists to the whole region
- Working on a new website

Jeff Scott Update:

- Business as usual at Scottie's Fun Spot – things look good.
- Grand Prix
 - Getting all the permits and logistics in place

Jarid Jones Update:

- Business as usual

Caroline Poles Update:

- Looking forward to seeing the videos and photos from the state's film project in Quincy with Matador!

Meeting adjourned at 1:10 PM

Caroline motions to approve

Eric seconds

Respectfully submitted by

Megan Masterman

Office Manager

**The next quarterly board meeting will be held on Thursday, June 12th at noon,
location TBD.**