



## **Rend Lake Area Tourism Council Meeting Agenda**

**Date:** January 14, 2025

**Time:** 2pm

**Location:** Tourism Office, 901 Public Square Benton IL 62812

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### **1. Call to Order**

- President Steve Vercellino

### **2. Welcome and Introduction**

- Opening remarks by President Steve Vercellino.
- Overview of key meeting priorities.

### **3. Roll Call**

- Board Members:
  - Brad Johnson
  - Rachel Gartner
  - Kelly Hicks
  - Lowanda Johnston
  - Treasurer Kathy Crawford
  - Vice President Mark Dkays
  - President Steve Vercellino
- Executive Director: Darby Beasley

### **4. Establishment of Quorum**

- Quorum determination: Yes/No

### **5. Approval of Minutes**

- Review and approval of minutes from the previous meeting.
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## **6. Old Business**

### **1. Resignation of Darby Beasley**

- Discussion and potential rescission.

### **2. Acceptance of Budget**

- Review and rescind previous acceptance of the budget.

### **3. Acceptance of New Director (Miki Klus)**

- Rescind prior acceptance.
- 

## **7. New Business**

### **1. Separation of Finance Director**

- 12/24/24

### **2. \*\*Continued tenure of Darby Beasley as Executive Director. \*\***

### **3. Hiring of Assistant Director**

- Kim Scott, Assistant Director.
- Review attached contract and job description.
- Review Kim Scott Resume.
- Vote to hire Kim Scott.

### **4. Accountant Situation**

- Consider hiring a firm or Mr. Scroggins for accounting needs.

### **5. Communications**

- See attached packet for details.
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## **8. Financial Report**

- Presented by Darby Beasley:

### **1. New Account Updates**

- Overview of new accounts opened by board officers.

### **2. Account Statements**

- Review of new account statements.
- Review of the previous month's financial statement.

### **3. Funding for Grants**

- Discussion on grant budgets and funding.
- Due to the separation of the former finance director, the task of finding all invoices from 2024 will be split among team members to provide to the State of Illinois for payment reimbursement under the promotion and marketing grant.

### **4. CVB Update**

- Attached budget review.
- Anticipated payout in July 2025.

### **5. Marketing Promo Grant**

- Review attached list of match expenses and budget.
  - Anticipated payout in February 2025.
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## **9. Upcoming Marketing and Promotions**

### **1. Promotional Campaigns**

- Overview of scheduled marketing efforts.

### **2. Community Engagement Activities**

- Upcoming events and partnerships.

### **3. Digital Marketing Strategies**

- Updates on social media and online presence initiatives.
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## **10. Recognition and Acknowledgements**

- Highlight recent achievements and contributions from the team and community partners.
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## **11. Closed Executive Session**

- Discussion of confidential matters as permitted by law.
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## **12. Goals for First Quarter 2025**

### **1. Airbnb Inclusion**

- Integrate Airbnb properties into marketing and tourism strategies.

- See air bnb initial contact letter attached also begin database of all air bnb for county treasurer for simple upload of lodgings required to contribute.

## **2. Bed Tax Registration Updates**

- Include new registration information with the remittance of bed tax.

## **3. Grant Reporting Focus**

- Director's focus on financial and programmatic reporting for grants.
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## **13. Future Planning**

- Brief discussion of upcoming priorities and initiatives beyond Q1, including summer events, partnerships, and infrastructure projects.
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## **14. Adjournment**

- Next meeting: Feb 9

## **Attachments:**

1. Financial Packet
2. Grant Budgets
3. Marketing Promo Grant Expenses
4. Contract and Job Description for Assistant Director Kim Scott



## **Rend Lake Area Tourism Council Meeting Agenda**

**Date:** April 14, 2025

**Time:** 2pm

**Location:** Tourism Office, 901 Public Square Benton IL 62812

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### **1. Call to Order**

- President Steve Vercellino

### **2. Welcome and Introduction**

- Opening remarks by President Steve Vercellino.
- Welcome Guests and Speakers.

### **3. Roll Call**

- Board Members:
  - Brad Johnson
  - Rachel Gartner
  - Kelly Hicks
  - Lowanda Johnston
  - Treasurer Kathy Crawford
  - Vice President Mark Kays
  - President Steve Vercellino
- Executive Director: Darby Beasley
- Assistant Director: Kim Scott

### **4. Establishment of Quorum**

- Quorum determination: Yes/No

### **5. Approval of Minutes**

- No quorum for previous meeting.

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## 6. Old Business

1. Approval of Minutes from February 2025 RLATC Board Meeting

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## 7. New Business

- Barb and Rick Linton Advertising Contract: To be completed to meet the match requirement for Marketing/Promotional Grant and deliver needed updates for video archives of lodging partners, dining, and area amenities.

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## 8. Financial Report

- Presented by Darby Beasley:
  1. **Account Statements**
    - Review of new account statements.
    - Review of the previous month's financial statement.
  2. **Funding for Grants**
    - Reimbursement Schedule

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## 9. Assistant Director Report

- Guide Distribution
- New Sponsorship
- Air BNBs
- S3DA Report

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## 14. Adjournment

- Next meeting: March 14, 2025 @ 2pm, RLATC Office

### Attachments:

1. Bank Statements
2. Grant Tracking Documnets
3. Advertising Contract



## **Rend Lake Area Tourism Council Board Meeting Agenda**

**Date:** Wednesday, June 11, 2025

**Time:** 2:00 PM

**Location:** 901 Public Square, Benton, Illinois 62812

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### **1. Call to Order**

- President Steve Vercellino

### **2. Welcome and Introduction**

- Remarks by President Steve Vercellino
- Meeting purpose and key priorities

### **3. Roll Call**

- Board Members:
  - Brad Johnson
  - Rachel Gardner
  - Kelly Hicks
  - Lowanda Johnston
  - Treasurer Kathy Crawford
  - Vice President Mark Kays
  - President Steve Vercellino
- Executive Director: Darby Beasley

### **4. Establishment of Quorum**

- Quorum determination: Yes/No

### **5. Approval of Minutes**

- Review and approval of minutes from previous meeting
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### **6. Old Business**

- Updates on items previously discussed

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## **7. New Business**

### **1. Proposal for New Assistant Director**

- Review of candidate and proposal details (see attached)

### **2. Grant Status Update**

- Status of ongoing grants and outstanding reimbursements

### **3. Grant Transfer Update**

- Progress and issues regarding the transfer of prior grant documentation

### **4. Director's Update**

- Operations, staff, outreach, and programmatic status

### **5. Financial Update**

- Presented by President Steve Vercellino
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## **8. Executive Director Report**

Presented by Executive Director Darby Beasley:

1. Financial oversight and operational expenditures
  2. Status of grant invoicing and reconciliation
  3. Marketing initiatives and campaign outcomes
  4. Planning for summer promotions and community activities
  5. Discussion of community partnerships and regional collaboration
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## **9. Public Comments**

- Opportunity for public or invited guests to speak (limited to 3 minutes each)
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## **10. Adjournment**

- **Next Meeting Date:** Wednesday, July 9, 2025 at 2:00 PM



Rend Lake Area Tourism Council (CVB)  
Campbell Government Building, Lower Level  
901 Public Square  
Benton IL 62812  
(618) 435-4000

## **Board Meeting Minutes**

Date: Wednesday, July 23, 2025

Time: 5:00 PM

Location: Tourism Office, Campbell Building, 901 Public Square, Lower Level,  
Benton, Illinois 62812

### **1. Call to Order**

The meeting was called to order at 5:00 PM by Executive Director Darby Beasley, serving as Acting Chair. Due to the recent turnover in board membership, Darby facilitated the meeting until officers are elected at the next scheduled meeting.

### **2. Roll Call**

- Present Board Members:
  - Ryan Bleechner
  - Cathy Crawford
  - Louis Gireaux
  - Lawonda Johnston
  - Miranda Williams
- Absent:
  - Open Seat (Awaiting County Board Approval)
  - Kelly Hicks
- Staff Present:
  - Executive Director: Darby Beasley
  - Finance & Operations Director: Steve Vercellino

Quorum: Established

### **3. Approval of Minutes**

No prior meeting minutes were available. Item tabled.

### **4. Financial Report**

The financial report was presented by Finance & Operations Director Steve Vercellino and accepted as presented.

(Addendum 3: Financial Report)

## **5. Board Member Resignations**

The following board resignations were acknowledged and formally accepted:

- Steve Vercellino, President (effective July 23, 2025, at 12:00 PM)
- Mark Kays
- Brad Rogers
- Rachel Gartner

## **6. Appointment of Financial & Deputy Director**

Executive Director Darby Beasley confirmed the appointment of Steve Vercellino as Financial Director and Deputy Director, consistent with her authority under the RLATC bylaws. The Board acknowledged and accepted the appointment.

## **7. New Board Member Introductions**

The following newly appointed board members were welcomed:

- Louis Gireaux
- Miranda Williams
- Ryan Bleechner

## **8. Executive Director Report**

Presented by Acting Chair & Executive Director Darby Beasley:

- FY 24/25 CVB Grant: Funding expected in approximately two weeks.
- FY 25/26 CVB Grant: Grant awarded; budget development is underway.
- MPP FY 24/25 Grant: Reports submitted; clarifications and edits expected; lapse period remains open through August 30.
- Jackson County Expansion: Future service area plans shared.
- Technology Access: New laptops will be provided to board members to ensure secure access to files via the cloud.
- Board Meetings & Stipend Structure: Meetings will move to a bi-monthly schedule. The board agreed to implement a \$50 reimbursement per attended meeting to cover incidental expenses. This is not compensation, but reimbursement in line with RLATC Bylaws Article II, Section 5.

## **9. Finance & Operations Director Report**

Presented by Steve Vercellino:

- Airbnb Bed Tax: Discussions continue with county officials and platforms regarding enforcement and remittance.
- S3DA Event Support: Ongoing involvement in regional youth archery event.
- Upcoming Events:
  - \* Eagles Nest Event
  - \* Steel Guitar Show

Board members asked clarifying questions about promotional support and roles for each.

#### **10. Public Comments**

No members of the public or guest attendees were present. No comments received.

#### **11. Adjournment**

Motion to adjourn made by Lawonda Johnston, seconded by Ryan Bleechner.  
Meeting adjourned at 5:45 PM.

### **Next Meeting**

Date: Wednesday September 10, 2025

Time: 5:00 PM

Location: Campbell Building, Lower Level

#### **Administrative Note**

Actions taken at this meeting, including appointments, resignations, and financial updates, will be formally ratified by the Board on September 10, 2025, meeting in accordance with RLATC bylaws to remain in good standing:

- Ratify or reaffirm all major decisions at your next quorum-confirmed meeting.
- Include a brief financial or legal review of the stipend structure.



# Rend Lake Tourism Council

## *Rend Lake Tourism Council — Regular Meeting Agenda*

Wednesday, September 17, 2025 — 5:00 PM (CT)

Location: Tourism Office, 901 Public Sq, Benton, IL 62812

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- 1) Call to Order- Steve Vercellino (Finance Director)
- 2) Roll Call — Present/Absent recorded by name
- 3) Establish Quorum — [ ] Yes [ ] No
- 4) Approval of Agenda
- 5) Approval of Minutes — prior meeting (attach)
- 6) Public Comment — up to 3 minutes per speaker

### **Board Organization**

- 7) Seat New Board Member: Jason Johns — oath & conflict disclosure
  - 8) Election of Officers — President, Vice President, Treasurer (nominations from floor; roll call votes)
- Roll Call & Voting Order:

1. Ryan Bleichner
2. Cathy Crawford
3. Louis Gireaux
4. Kelly Hicks
5. Jason Johns
6. Lawonda Johnston
7. Miranda Williams

### **Old Business**

- 9) Any Other Old Business (no budget items)

### **New Business**

- 10) Projects & Procurement: S3DA Bid — Update — status, timeline, next steps
- 11) Best Meeting Day/Time — Vote to adopt

### **Reports**

- 12) Financial Report — Finance Director (Steve Vercellino)
  - Current account statements — Review
  - New account opened by Directors — Overview
- 13) Lodging & Short Term Rentals (Airbnb/VRBO) Update
  - Mandatory Airbnb remittance / tax compliance — update
  - Listings & occupancy overview; host outreach & complaints — discussion/possible action
- 14) Events & Sponsorships — support level and assignments (no budgets)
  - American Bass Tournament — High School — Oct 4: Sponsorship, expectations, event details
  - Women Disabled Veterans Camping — Sponsorship
  - Rend Lake Car Show 2025 — Sponsorship
  - Rend Lake RC Nationals Race — Sponsorship; 1st Annual; visitors from 7 states; filled Benton Motel for the weekend
  - Eagles Nest Heritage Fest — Oct 18: Sponsorship & advertising; details below
    - i. Antiques
    - ii. Handmade demos
    - iii. Artisans from multiple states
    - iv. WSIU Channel 8
- 15) Board Member Comments / Announcements

16) Next Meeting — Date/Time/Location: \_\_TBD\_\_\_\_\_

17) Adjournment