

DATE: October 5, 2015

**HEALTH & ENVIRONMENT, ZONING,
RABIES (DOG POUND), EMERGENCY SERVICES, 9-1-1,
CENTRAL DISPATCH, TOURISM, ECONOMIC DEVELOPMENT,
BI-COUNTY HEALTH BOARD, INSURANCE & SUPERVISOR OF ASSESSMENTS
DECEMBER, 2013 THRU NOVEMBER, 2014
FIRST AND THIRD MONDAYS OF THE MONTH
COUNTY BOARD ROOM AT THE COURTHOUSE AT 4:45 P.M.**

COMMITTEEMAN:

- (~~h~~) Tom Vaughn - Chair- Central Dispatch
- (~~l~~) Neil Hargis -Economic Development - Animal Control
- (~~h~~) Steve Leek- Supervisor of Assessments - Mapping
- () Jack Warren - ADA/Zoning
- () Danny Melvin - Bi County Health Board - Solid, Toxic Waste
- (~~h~~) David Rea - Emergency Services - 911
- () Kenny Hungate - Economic Development
- (~~h~~) Alan Price & Tom Vaughn - Tourism/Economic Development
- (~~h~~) Randall Crocker - County Board Chair - Insurance

MINUTES: The meeting was called to order at 4:45 p.m. by chair, Tom Vaughn. Not present were, Kenny Hungate, Danny Melvin and Jack Warren. In attendance were, Franklin County Sheriff, Don Jones, Franklin County Clerk, Greg Woolard, Franklin County Treasurer, John Guley, Franklin County Circuit Clerk, Nancy Hobbs, Franklin County Supervisor of Assessments, Cindy Humm, Franklin County Board Administrative Assistant, Gayla Sink, Franklin County Recycling Coordinator, Keith Ward and other interested parties.

Tom Vaughn introduced, Rick Litton of the Franklin County Tourism Council, Mary Lou Galloway, manager of Lake Cove Resort, Steve Vercellino of Rend Lake Marina, Mark Roderick of the Corps of Engineers and Keith Thomason general manager of the Rend Lake Conservancy District.

Rick Litton reported on the Tourism activities and submitted a Revenue Management Plan and a Financial Overview and explained both, a copy of said plan and overview are hereby submitted as a part of these minutes.

Keith Thomason reported on activities at the Rend Lake Conservancy District and their plan for the future.

Mark Roderick, assistant lake manager for the Corps of Engineers reported the campgrounds at Rend Lake have had a record year and Rend Lake was seventh in the nation.

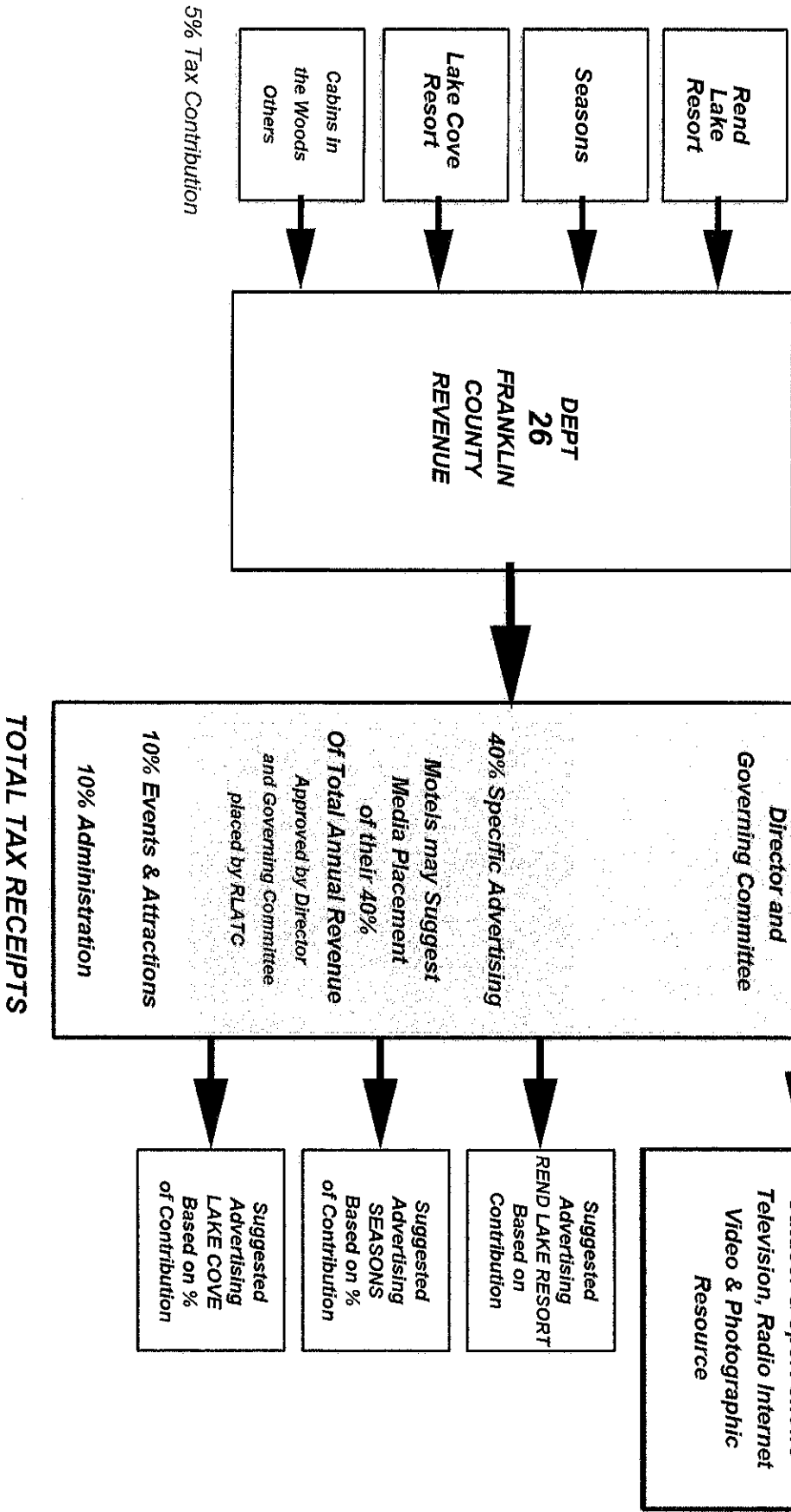
Steve Vercellino, owner of Rend Lake Marina reported that in spite of the weather it had been a good year for the marina, with sales and rentals very good.

Mary Lou Galloway, manager of Lake Cove Resort reported on plans for the future and stated the 32000 vehicles passed the Rend Lake exit each day, Ms Galloway submitted a brochure on the Lake Cove Resort, a copy of said brochure is hereby attached as a part of these minutes.

Discussion followed and several questions were asked.

Rend Lake Area Tourism Council

Revenue Management Plan



- All advertising is managed and placed by Rend Lake Tourism with approval of director and governing committee.
- Rend Lake Tourism negotiates rates and costs of placement with media, authorize, schedule and monitor performance.
- Rend Lake Tourism pays all media and vendors directly for all advertising or production.
- All qualifying expenditures are applied to Illinois State Tourism Grant application to maximize overall budget.
- All advertising will carry Rend Lake Branding as designed and approved by governing committee.
- Selected advertising will be suggested by each contributing motel.

RLATC Financial Overview Presented October 5, 2015

Hotel Contribution Total for RLATC FY 2014 July 1, 2013-June 30, 2014 \$86,439.29 (every dollar in bed tax represents 20 dollars income for our hotels)

Hotel Contribution Total for RLATC FY 2015 July 1, 2014-June 30, 2015 \$99,847.18 (an increase of \$13,407.89 X 20 = \$268,157.80 income for hotels)

| | |
|----------------------------------------------------------------------------------------------------------|-------------|
| Franklin County Tourism Fund 26 Ending Balance for the Month of September | \$37,206.80 |
| RLATC Checking Account Ending Balance for the Month of September (includes final grant payment received) | \$42,878.13 |

RLATC Grant Final Report

| Grant Reports | Report Periods | Report Due Dates | Invoice Amount | Reimbursement Requested | Date Received | Reimbursement Actual |
|-------------------------|--------------------------------------------------------------------------------------|------------------|----------------|-------------------------|----------------|----------------------|
| 1 st Quarter | July 1 - Sept 30, 2014 (grant awarded in Sept. when Quarter was practically over) | Oct. 15, 2014 | X | X | X | X |
| 2 nd Quarter | Oct 1 - Dec 31, 2014 | Jan. 15, 2015 | 3,442.00 | 1,721.00 | May 19, 2015 | 1,721.00 |
| 3 rd Quarter | Jan 1 - Mar 31, 2015 | Apr. 15, 2015 | 40,681.38 | 20,340.69 | July 02, 2015 | 20,340.69 |
| 4 th Quarter | Apr 1 - June 30, 2015 | July 31, 2015 | 48369.13 | 24,184.56 | Sept. 28, 2015 | 24,184.56 |
| Total | | | | | | 46,246.25 |

RLATC 2015 Budget Final Report

| RLATC 2015 Budget (July 1, 2015 - June 30, 2016) | Formula | | Actual |
|-----------------------------------------------------|-------------------------------------------------------------------|-----------|-----------------------------------------------------------------|
| Budget Categories | Based on Bed Tax received July 1, 2013- June 30, 2014 = 86,439.29 | | Bed Tax 86,439.28 + grant match of about 45,000.00 = 131,439.29 |
| Administrative | 13% | 11,237.11 | 8,992.98 |
| Local Events | 7% | 6,050.75 | *4,755.00 |
| Promotional General | 40% | 34,575.72 | *61,116.15 |
| Promotional Hotels | 40% | 34,575.72 | 43,595.20 |
| Category Totals | 100% | 86,439.30 | 118,459.33 |
| Hotel Sub Categories | Formula | | Actual |
| Rend Lake Resort | 56.70% | 19,604.43 | 26,453.41 |
| Rend Lake Golf Resort | 31.10% | 10,753.04 | 13,379.79 |
| Lake Cove Resort | 9.00% | 3,111.81 | 3,762.00 |
| Hotel Totals | 96.80% | 33,469.28 | 43,595.20 |

* 2015 Budgeted Items Not Completed /Rolled into the 2016 Budget

| Line # | Project | Reason not completed | Amount |
|--------|-----------------------------------|--------------------------------------------------------------------------|----------|
| 9 | Local Event Opportunity | Not grant / grant 1 st spending priority + cash flow concerns | 2,730.00 |
| 14 | Promotional General /Sign Remodel | Not grant / grant 1 st spending priority + cash flow concerns | 5,000.00 |
| | | | 7,730.00 |

RLATC 2016 Budget

| 2016 Budget (July 1, 2015 - June 30, 2016) | Formula | | Budget |
|-----------------------------------------------|----------------------------------------------------------|-----------|---------------------------------------------------------|
| Budget Categories | Based on Bed Tax received 2014 calendar year = 94,951.72 | | Bed Tax 94,951.72 (without use of grant reimbursements) |
| Administrative | 13% | 12,343.72 | 9,495.17 |
| Events | 7% | 6,646.62 | **12,225.17 |
| Promotional General | 40% | 37,980.69 | ** 44,405.00 |
| Promotional Hotels | 40% | 37,980.69 | 36,476.25 |
| Category Totals | 100% | 94,951.72 | 102,601.59 |
| Hotel Sub Categories | Formula | | Budget |
| Rend Lake Resort | 54.57% | 20,726.06 | 20,000.00 |
| Rend Lake Golf Resort | 28.65% | 10,881.47 | 10,798.14 |
| Lake Cove Resort | 14.95% | 5,678.11 | 5,678.11 |
| Hotel Totals | 98.17% | 37,285.64 | 36,476.25 |

** Roll 2 line items and funding from the previous budget into the new budget.

Event Opportunities: Christopher Homecoming, Sesser Rend Lake Days, Benton Civic Center, Zeigler & Royalton, Homecoming & Round Up, Lights Spectacular, The Wine and Art Festival

Budget Building Process

January - Consider calendar income as a possible working budget total / calculate category amounts based on formula percentiles / After the meeting Executive Director Inform each 3

qualifying hotel to provide suggested promotional projects based possible percentile amounts

February - Hotels have time to build a proposal to turn into Executive Director

March - Council Reviews Hotel Media Suggestions

April & May - Work through possible adjustments

June approve budget

DATE: October 19, 2015

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- (~~L~~) Randall Crocker - County Board Chair - Insurance

MINUTES: The meeting was called to order at 5:46 p.m., by chair Tom Vaughn. Not present was Danny Melvin, in attendance were, Franklin County States Attorney, Evan Owens, Franklin County Sheriff, Don Jones, Franklin County Clerk, Greg Woolard, Franklin County Circuit Clerk, Nancy Hobbs, Regional Superintendent of Schools, Matt Donkin, Franklin County Recycling Coordinator, Keith Ward and other interested parties.

Regional Superintendent of Schools, Matt Donkin reported on activities in his office and stated he now had offices in all four of the counties he represents.

Franklin County Sheriff, Don Jones explained a replacement hire for his department which is on the agenda for the regular October meeting.

Neil Hargis reported that Joe Canup would be attending the November committee meeting to report on tourism activities he is involved in.

Steve Leek stated the recent joint meeting with representatives of tourism in Franklin County was very good and praised the Tourism Council.

Randall Crocker explained items on the agenda for the regular October meeting.

Tom Vaughn reported on Tourism, Animal Control and the 911 board. Mr Vaughn reported as of January 1, 2016 all land line and cell phone monies would go to the State and then be paid to local boards.

The meeting adjourned at 5:50 p.m.

Minutes submitted 10/20/15

Tom Vaughn
Chair, Health and Environment Committee