

SOUTHWEST ILLINOIS TRADE & INVESTMENT COUNCIL

Thursday, January 28, 2021, 9:00-11:00 am

Virtual GOTO Meeting

Meeting Minutes

I. Roll Call

President Craig Eversmann opening the meeting at 9:00 A.M. A roll call was taken, and the following members were present. It was stated that a quorum was present.

Board of Directors

Koerber, Vicki (proxy Koch)	Eversmann, Craig
Miller, Dave	Jarzombek, Paul
Johnson, Bryan	Kern, Mark (proxy Rick Stubblefield)
Kniepkamp, David	Li, Al
Toskin, Paul	Weilbacher, Ed
Prenzler, Kurt (proxy Tanzyus)	Wondolowski, Bobby

Ex-Officios

Silvia Torres	James Arnold
Donna Richter	Elizabeth Ahren
Kim Hamilton	Mike Fazio
Han Ko	Margo Markopoulos
Ronda Sauget	Ryan Langdon

This was Dave Tanzyus' first meeting since replacing Trudy Bodenbach as Community Development Administrator at Madison County, so President Eversmann asked Dave to say a few words. Craig also asked Natalie Scharf, Director US & Foreign Commercial Service – St. Louis Mo, who was attending as a guest, to introduce herself and give a briefing on her organization.

II. Approval of January 28, 2021 Minutes.

President Eversmann asked members if there were any corrections to the minutes, they received in their meeting packets. With none being offered, a motion was made by David Kniepkamp and seconded by Al Li to approve. the motion was carried.

III. Officers Reports:

A. Executive.

President Eversmann announced that the Executive Committee held a virtual meeting on January 14th, 2021 by GOTO Meeting, to assemble the agenda for the January 28th, 2021 meeting and to address any other issues and concerns. The Executive Committee members in attendance: Craig Eversmann, Edie Koch, Bobby Wondolowski, Paul Toskin, and Rick Stubblefield. Craig stated that the other key issues discussed at the meeting would be detailed in the Committee Chair reports that would follow in the meeting. Craig went on to remind everyone that the annual election of officers will take place at the April Quarterly Meeting. He asked Koch to again email everyone to collect interest in filling an officer's role in 2021. Based on the response, a slate of officers will be formulated to present at the next Quarterly meeting in April. The 2021 Board of Directors would also be approved at that meeting. A brief discussion ensued where President Eversmann stated that he would be involving two of his staff to participate in 2021 and that Bobby Wondolowski might be a good consideration for President in 2021. Paul Toskin offered info on the Treasurer's position and his willingness to step down if another Board member stepped forward.

B. Financial.

Treasurer Paul Toskin referred members to the Financial Report for 2020 and YTD 2021 which was included in everyone's meeting packet. He noted that the Council's current balance was \$6,058.94. He cited the P.O. Box

rental as being the only expense since the last meeting. Koch asked Paul about the revenue producing strategies that were presented by the Finance Committee at the October meeting. Toskin reiterated reciprocal linking, minimum membership fees for service providers participating on Council, monetizing events as possible avenues. He went on to say that his committee would revisit and bring some action items to the April 2021 meeting.

IV. Committee Reports:

A. Marketing/Communications.

Bobby Wondolowski reported that recent updates had been made to the website, and that he was open to working with the consultant to do more; our FDI services being one of them. Next, Bobby referred members to the updated version of the outreach and member recruitment letter signed by Craig in their meeting packets. Since a database of exporters was not ready to go yet, Bobby was suggesting that the completed outreach letter be carried by members to exporters they know that might have an interest in participating in the Council and/or its events. A discussion ensued in regard to the need for assistance to help give the Council a Linked In presence, Face Book, and other social media marketing. It was suggested that by LI that an Intern from SIUE might be sought to assist. Silvia Torres indicated a willingness to explore that with her Dean.

B. In-Bound Trade Missions.

Secretary Koch reported that the strategy this committee would be taking in regard to supporting a FDI initiative for the Council had taken a bit of a different path from what was reported at the October meeting. Tentative plans had been to prepare and host a 60-minute webinar that would showcase SWIL and its attributes to interested Foreign Direct Investors from around the world. After much analysis of manpower and time available during this COVID-crisis, and how we would be competing for Foreign Direct Investor participation with the newly scheduled 2021 Select USA Investment Summit, shifting to working on a virtual Industry Road trip to be incorporated into the 2021 Investment Summit in June seemed more realistic and would allow us to deliver a better product. Although our exhibitor costs have been waved due to our prior approval as a Spin-off event for the 2020 Investment Summit that was cancelled, I have been told that we would have to pay a registration fee for the virtual summit of \$750 by April. President Eversmann made a motion that was seconded by Paul Toskin to use Council funds to support this registration. A vote was taken, and the motion passed. Natalie Scharf offered to additionally explore a discounted rate through her colleagues at Select USA. Koch will be working with Natalie on that.

C. Out-Bound Trade Missions.

Silvia Torres, Committee Chair, for this Committee. Reported on some roundtables and one-on-one virtual matching sessions she was implementing with her Cares Act money. SWITIC participated via Craig Eversmann with Silvia on a Virtual Roundtable Series: "6 Key Actions of Exporting", geared at giving advice to businesses that are considering exporting for the first time, or expanding existing export sales to capture more market. Silvia then asked about broadening our service area to all of Southern Illinois. A discussion ensued in regard to the practicality, existence of any other Councils with jurisdiction in that geographics, priority to southwest Illinois exporters, and the possible branding/name change needed if we expand our service area. (Li indicated that southern Illinois is a more recognizable global brand.) Koch cautioned that we should make sure we adequately serve SWIL as we look at expanding out. Silvia also mentioned an upcoming possible virtual meeting with EDO's and continuing work on a virtual Trade Mission to Peru in the summer of 2021 where we will need to recruit businesses to participate.

D. Education Committee.

Paul Jarzombek, Chairperson of the Education Committee, gave an update in regard to progress in the development of a training series for businesses interested in exporting. He emphasized the need for volunteers and he immediately received offers to assist in some capacity in one or more of the training sessions from Craig Eversmann, Paul Toskin, Al Li, Ryan Langdon, Han Ko, David Kniepkamp, with more to come. Indicated he would be looking for trainers, mentors, and judges. After a lengthy discussion, the Council came to a consensus of March 24th, April 21st, and May 19th, 2021 to implement the virtual Go Global Training Sessions, at a cost of \$900 per company. He indicated that he would update the Go Global flyer and work with SIUE Marketing to bring it to a polished level. He asked for the help of everyone participating in the Council to implement their own personal recruitment activities of companies they work with in the region to sign up for the training. In the near

**Southwest Illinois Trade and Investment Council
Executive Committee Minutes, Wednesday, April 7th, 2021**

The Executive Committee held a meeting on April 7th via GOTO Meeting, to assemble the agenda for the April Quarterly Meeting and to address other issues and concerns. The Executive Committee members in attendance: Craig Eversmann, Edie Koch, Bobby Wondolowski, Paul Toskin, Rick Stubblefield, Silvia Torres, Dave Tanzyus.

Executive – Eversmann, Chair

President Craig Eversmann asked if there were any corrections to the January Quarterly minutes. With none offered, he asked Koch to include in the meeting packet for the April Quarterly meeting. Craig next reiterated his intention of not running again for President in 2021 and that Mike Strobe, VP of Sales and Marketing at MSSC, would be representing the company on SWITIC moving forward.

Financial Committee- Toskin

Paul Toskin referred members to the quarterly financial report that revealed a balance of \$5,88.94. Yet to reported are receivables from the Export Now training series. Paul also mentioned filing tax returns for the Council.

Marketing and Communication Committee – Wondolowski

Bobby indicated that he has continued to work with Serpentine on the website, making sure up to date information in regard to events and meetings are posted. Koch inquired about how the outreach letter he prepared was being used. Eversmann stated that for now it is something that can be passed on to potential members on a case-by-case basis, but there are hopes that when the Exporter database is completed, there could be a larger distribution of it. Strategic to that will be the new intern, Julia Girard that has come on board. This added manpower for SWITIC will allow for the completion of this database project and key to other Council initiatives.

Inbound Trade Missions Committee: - Koch

2020 Select USA Investment Summit Curtain Raiser video- SWIL. Koch reported that a montage video is being developed in cooperation with Select USA Communication Dept and the US Patent and Trademark Office Video Production team. Will be shown immediately before Keynote speaker on the first day of the 2021 Select USA Virtual Investment Summit. Video will be comprised of up to 4 EDO's and feature why SW IL is a location good for foreign direct investments. This is a comparable opportunity to the Industry Road Trip video with the guaranteed viewership up to 1,600 Foreign Investors.

Scottish Virtual Trade Mission. On March 23, joined Tim Nowak of the World Trade Center, Ronda Sauget of the Leadership Council, on a virtual visit with 8 delegates from Scotland that were focused on making connections in Illinois. Mission was organized by the Inverness Chamber of Commerce (largest and most ambitious business organization in the Highlands and Islands of Scotland) and the Scottish North American Business Council and the Scottish . Members exhibited interest in the impending development opportunities around the Dupo area and other areas in SWIL; and also, SWIL's thriving food processing/Ag industry sectors. Plans were made to organize a follow-up that could also include some SWIL businesses.

Out Bound Trade Missions - Torres.

Torres reported on the potential for an outbound trade mission to South America that was in the works with a possibility of a summer implementation. Gave overview on CARES ACT activities at the ITC along with impressions of the SWITIC's Export Now program.

Education Committee – Jarzombek

Paul Jarzombek, chairperson for this Committee, provided an email update for t Export Now training series summarized as follows:

- The participating companies, presenters, mentors, and judges were all high quality - communicating at a high level and contributing in positive ways to this program.
- 20+ people volunteers are helping in some way – primarily SWITIC Board members and IL District Council Members.
- CARES ACT scholarships are strategic in attracting companies – 5 companies are participating.
- May need to re-evaluate \$900 fee for future rounds of training series in light of the absence of any Cares Act Scholarships.
- In light of financial benefits SWITIC reaps from the training series; it was suggested that a higher volume of members become involved in the promotion and implementation of future training series.
- Noted appreciation for Silvia Torres, Craig Eversmann, the CARES ACT funding, social media exposure, and ITC intern assistance, in getting the Series off the ground.

New Business

2021 Committee Information. Craig asked that a current listing of Committees be included in the next meeting packet. It was discussed that it was important to the successful implementation of SWITIC initiatives that everyone be engaged in a committee and that the structure be pro-actively used by Committee chairs to plan and implement their initiatives.

2021 Board of Directors. Koch noted that a breakdown of Board members, and ex-officios for 2021 was attached to be approved at the April Meeting. Entities that qualify as voting Board members are strictly defined by the Bylaws.

2021 Officers. Eversmann reiterated his desire to step down from his role of President. Eversmann asked that an email be sent again to members asking for interest in an officer position. A slate of officers is being finalized and will be presented at the April Quarterly meeting based on responses from members and requirements outlined in Bylaws.

With no other business, meeting adjourned at noon.

Southwest Illinois Trade and Investment Council

2021 Board of Directors and Officers

Presented for Approval April 22, 2021

Board of Directors	Investor Organization	Title
Dahl, Erick	St. Louis Downtown Airport	Managing Director
Koerber, Vicki	Monroe County Board of Commissioners	Chairperson
Eversmann, Craig	President	MSSC
Jarzombek, Paul	LR International	COO
Johnson, Bryan	Mid America St. Louis Airport	Airport Director
Kern, Mark	St. Clair County Board	Chairman
Kniepkamp, David	Smart Controls	President
Li, Al	Regions Bank	VP Global Trade Finance
Miller, Dave	ST. Louis Regional Airport	Director
Prenzler, Kurt	Madison County Board	Chairman
Roach, Herb	O'Fallon, city of	Mayor
Strope, Michael	MSSC	VP of Sales and Marketing
Toskin, Paul	Commerce Bank	VP Trade Service Group
Weilbacher, Ed	Kaskaskia Regional Port	Director
Wilmsmeyer, Dennis	America's Central Port	Executive Director
Wondolowski, Bobby	K-Pro U.S. LP	Operations
Ex-Officio Members (non-voting)	Organization	
Arnold, James	Madison County Comm. & Econ Development	Program Coordinator
Ahren, Elizabeth	USDOC-ITA U.S. Commercial Service Peoria	Director
Fazio, Michael	Office of International Trade – U.S. SBA	Regional International Trade Specialist
Gibson, Roberta	Regions Bank	Commercial Banking Relationship Mgr.
Glenn, Tracey	Office of Regional Econ Development ILDCEO	Southwest Region Manager
Hamilton, Kim	IL Dept of Agriculture	International Marketing Representative
Ko, Han	USAKO Group	CEO
Koch, Edie	Monroe County EDC	Executive Director
Langdon, Ryan	IL Manufacturing Excellence Center	Regional Manager
Markopoulos, Margo	Illinois Office of Trade and Investment	Director
Richter, Donna	Southern Illinois Builders Association	CEO
Sauget, Ronda	Leadership Council SWIL	Executive Director and CEO
Scharf, Nathalie	USDOC-ITA U.S. Commercial Service STL MO	Director
Stubblefield, Rick	St. Clair County IGD/Economic Development	Executive Director
Tanzyus, Dave	Madison County Comm. & Econ Development	Administrator
Torres, Silvia	International Trade Center – SIUE	Director
Williams, Robbie	America's Central Port	Office Mgr/Grant Administrator FTZ #31

Recommended Slate of Officers for 2021 (open to nominations from the floor)

President	Bobby Wondolowski
Vice President	Michael Strope
Treasurer	Paul Toskin
Secretary	Edie Koch