

# **SOUTHWEST ILLINOIS TRADE & INVESTMENT COUNCIL**

**Thursday, JULY 23, 2020**

## **GOTO MEETING**

### **MINUTES**

#### **I. Roll Call**

President Craig Eversmann opened 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**

Elmore, Bob (proxy Koch)	Eversmann, Craig
Miller, Dave	Wondolowski, Bobby
Weilbacher, Ed	Wilmsmeyer, Dennis (proxy Arnold)
Li, Al	Roach, Herb
Jarzombek, Paul	Toskin, Paul

##### **Ex-Officios**

Silvia Torres  
Ronda Sauget  
Robert Gibson  
Kim Hamilton  
Will Catalano

#### **II. Approval of January 23, 2020 Minutes.**

President Eversmann asked if there were any corrections to the minutes. With none being offered, a motion was made by Dave Miller and seconded ED Weilbacher to approve. The motion carried.

#### **IV. Officers Reports:**

##### **A. Executive.**

President Eversmann indicated that the Executive Committee met on May 14, 2020 to assemble the agenda and to address any other issues and concerns. The Executive Committee members that participated were Craig Eversmann, Silvia Torres, Bobby Wondolowski, Paul Toskin, and Edie Koch. Craig went on to say that because of the cancellation of the April meeting, the election of officers would take place at the quarterly meeting in July. In light of the effect that COVID-19 has had on holding safe meetings, Craig stated that under Section 5(2.1) the Executive Committee exercised its authority on July 17<sup>th</sup> to take action for the Council between regular meetings in an emergency situation and approved that the SWITIC be able to establish a quorum by both physical and non-physical participants of a meeting. This was done in anticipation of the need to hold a virtual meeting on July 23<sup>rd</sup>, in lieu of a face to face, in response to the impacts of COVID-19 and the meeting/gathering limitations issued by the state of Illinois. To support this action, proper changes will be made to "Section 7.4 Meetings of the Council of the Bylaws.

##### **B. Financial.**

Due to the Treasurer, Paul Toskin, arriving late on the call, President Eversmann offered the quarterly financial report. He reported that the balance stood at \$4,4780.94. The only expenditure since the last meeting was to Serpentine for website maintenance. Eversmann asked Koch if she knew anything on the statue of St. Clair County's SWITIC contribution. Koch reported that she had spoken with Rick and he would be submitting the \$1,000 after the County's next payout in two weeks. Ronda Sauget, Leadership Council, also interjected that her organization would be glad to make a \$500 contribution for 2020. President Eversmann thanked her for that and asked that an invoice be forwarded to facilitate the payment.

#### **V. Committee Reports:**

##### **A. Marketing/Communication**



Vice President Bobby Wondolowski, Committee Chair, reported that he is near completion on a letter that could be used to recruit more exporters into SWITIC. He also said as soon as he gets access to the SWIL Exporter Database, he will begin forwarding these communications. It was suggested that he start by sending to the top 50. He next reported on some updates being made to the website and reached out that Bios should be added at a minimum for the Executive Committee.

#### **B. Out-Bound Trade Missions:**

Silvia Torres, Committee Chair, referred members to the results collected from regional exporters. According to the survey and a follow-up roundtable, the top target markets for SWIL are Mexico, Canada, South America. For the moment, actual trade missions appear unlikely for a while due to COVID-19, and could be replaced with virtual options.

#### **C. In-Bound Trade Missions:**

Select USA Spin-Off Event. Edie Koch, Chair for this committee, reported that she had submitted an application for SWITIC to host a "Select USA Spin-Off Event" Southwest Illinois. Event would allow us to provide foreign investors who are registered to attend the Select USA Investment Summit in June 1-3, 2020, with an experience of SWIL. The projected 1,200 foreign investors participating will be encouraged by Summit Spin-off staff to extend their stay and take full advantage of a Spin-off event to connect with the state and local government representatives, business leaders, and local expertise; and to explore promising investment opportunities in other areas in the U.S.

*Proposed "Discover SWIL" Spin-off event:*

June 4-5, 2020

Day 1 structured, Day 2 customized to individual needs

Event organized primarily around two industries: Distribution & Logistics; Food and Beverage.

Select USA staff will help to market event to Foreign Investors registered for Summit

Markets: Open to All; no guarantee on being selected or number of participants

Peruvian Delegation Visit Postponed. Koch referred stated that a copy of a letter sent to SWITIC in November, from the Executive Director for the American Chamber of Commerce of Peru, that apologizes for their cancellation and discusses continued interest in a trade mission to SWIL in 2020. In response, SWITC sent a formal invitation to them in December, to visit the SWIL region in 2020. Silvia Torres continues to stay in communication with her contact at AMCHAM Peru and had the following update. SWITIC's letter sent to Executive Director of AMCHAM was presented to AMCHAM's Trade Facilitation Committee at a meeting on December 12<sup>th</sup> and will again be presented to the Peruvian Tax and Customs Authority (SUNAT) in March of 2020 with a plan to propose Southwest Illinois as the destination to visit in 2020. The Director of International Business Programs at the University of Lima in Peru, who visited SIUE in December, will be instrumental in recruitment for this Peruvian delegation. Aug to Sept seems to be the most likely time frame for the rescheduled visit.

#### **D. Education Committee**

In the absence of Paul Jarzombek, Chair for this Committee, Craig referred members to Paul's email update provided for the meeting. Paul notes that he met with the Education committee to discuss an educational program that SWITIC could be the sponsor of for our region. Idea is to build the program like the Exportech program that is offered in 38 states in the USA. This requires a 3-meeting commitment (over a 3 month period) by the participating companies and the focus is to get them to focus their export efforts and choose 3 countries to really focus on to get measurable increases in their export sales. This could be for new to export companies as well to learn from scratch. Typical topics are:

How to choose target countries

How to find distributors in those countries

Legal implications

Finance issues and options to making sure you get paid for your export sales

Logistics and supply chain management



Working with the State and Federal Government to get assistance  
Incoterms  
Export compliance- staying out of trouble with the U.S. Federal Government  
Cultural differences and protocols when dealing with people from other countries  
Protecting your intellectual property/contract negotiating  
Insurance implications of doing business Internationally

Tom Hulseman of Metro Chicago Exports is the group that “owns” Exportech for the State of Illinois and seems to be open to SWITIC taking the lead on Exportech downstate because his group does not have the band width to offer it outside of the 7 county region near Chicago. Fortunately, if Tom approves, we will have the curriculum and all of the marketing material. We just have to sell this to companies in the downstate region and staff the sessions with presenters....probably from our Board of Directors whenever possible. Paul is on the Illinois District Export Council with Tom Hulseman and plans to meet with him soon to discuss this further. Once we get the endorsement of Metro Chicago Exports, doing the program and selling it will be much easier. Paul added that we will have to cut Metro Chicago exports into any revenue we collect. Details will be further discussed with Tom. If all goes well, Paul predicted one session a year, in April/May or September/Oct. Paul promised a follow-up report after his planned meeting with Tom Hulseman.

## **VI. Old Business**

### **A. SWIL Exporter Data Base.**

Eversmann reported that this is still a work in progress. The summer intern made a good start on the database but work still remains to make it as comprehensive as possible. President Eversmann has solicited the help of other SWITIC members to review the database and help gather more data to make it as useful as possible. Al Li and staff have been providing assistance.

### **B. Leadership Council's Japanese Delegation Initiative.**

Edie reported that this initiative is still moving forward. A recent meeting with Ronda Sauget, Executive Director for the Leadership Council, revealed that she and her organization are open to SWITIC's involvement in any subsequent events. As things evolve, we will regroup with Ronda on SWITIC's collaboration, participation in events, and/or sponsorship, as appropriate. Things are already in motion as there is an upcoming visit to Japan for the Midwest U.S. community and business leaders in March where the Leadership Council can make recommendations and solicit applicants. I, along with several others in SWIL, have been asked to apply, but competition will be tough. Final selection of participants will be made by the Japanese Foundation in late January to early February.

## **VII: New Business**

### **A. SWIL Marketing Materials**

Lastly, Koch added that the Leadership Council was working on a marketing piece and video for Southwest Illinois which could be helpful to SWITIC's needs. Craig asked Edie to see if the video was available to be played at the meeting on the 23<sup>rd</sup>.

## **VIII. Public Comment and Announcements.**

None.

## **IX. Next meeting confirmation and adjournment.**

President Eversmann reminded everyone that the next quarterly meeting would be on April at the St. Louis Regional Airport. And West would be hosting a tour. With no other items to discuss, a motion was made and seconded. To adjourn. A vote was taken, and the motion passed. The meeting adjourned at 11:00 A.M.