

SOUTHWEST ILLINOIS TRADE & INVESTMENT COUNCIL

Thursday, October 22nd, 2020 , 9:00-11:00 am

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

Elmore, Bob (proxy Koch)	Eversmann, Craig
Miller, Dave	Jarzombek, Paul
Johnson, Bryan	Kern, Mark (proxy Rick Stubblefield)
Kniepkamp, David	Li, Al
Toskin, Paul	Weilbacher, Ed
Wilmsmeyer, Dennis (proxy Williams)	

Ex-Officios

Silvia Torres
Donna Richter
Kim Hamilton
Han Ko
Ryan Langdon
Tracey Glenn

II. Approval of July 23, 2020 Minutes.

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

III. Officers Reports:

A. Executive.

President Eversmann indicated that the Executive Committee met on October 7th to assemble the agenda and to address any other issues and challenges. The Executive Committee members that participated with President Eversmann were Edie Koch, Bobby Wondolowski, Paul Toskins, and Silvia Torres. Craig restated that the election of officers would be coming up in April of 2021, but he wanted members to start thinking now as to interest in taking over as officers. He relayed that the other items that were discussed will be reported through the Committee reports of this meeting.

B. Financial.

Financial Chair Paul Toskin mentioned that this Committee met on September 10th with the following members participating Paul Toskin, Al Li, David Kniepkamp. Toskin indicated that the committee and reviewed the quarterly Financial report included in the packet and agreed on its recommendation to the full Council for approval. Toskin noted that \$6,103.94 was the current balance and that contributions were received from St. Clair County GD, Leadership Council, and the Monroe County EDC. Website maintenance and the P.O. cost were the only expenses. A motion was made by Rick Stubblefield and seconded by Paul Toskin to approve the Financial Report. A vote was taken, and the motion carried.

Toskin went on to mention that in addition to assembling the financial report. Toskin reported that members spent time discussing the following: 1) Caught up on health and COVID working environment of each member. All members have adapted and will survive. 2) Reviewed current financials (page 2) presented to the satisfaction of the group. 3) Discussed positive cash position of \$6,103.94 as beneficial to seed and budget against expenses for events like those discussed at July meeting. 4) Discussed importance of raising reasonable other revenue from event participants / sponsors to cover costs. 5) Discussed "reciprocal

linking” of our website with websites of companies servicing exporters. 6) Discussed importance for SWITIC to create value needed to drive traffic to our site that could result in options to expand links to paid advertisements by these companies on our site. 7) Discussed budgeting/ raising money for creation of a presentation to highlight southwest Illinois assets, for a Zoom or other presentations to influencers of foreign direct investment.

IV. Committee Reports:

A. Marketing/Communications

Chairperson Wondolowski reported that he received some feedback from Robbie Williams regarding updates for America’s Central Port and some information to include on the website for them regarding Foreign Trade Zones. Bobby again reached out to members to send BI information for inclusion on the site. He then referred members to the invitation letter template in their packet and asked them to send any feedback so he could complete the letter for sending. A discussion ensued on available contact info for the mailing. It was determined that the Exporter database project still had some work needed on it and Silvia Torres was asked about the contact list for the ITC. Some form of collaboration with the ITC on this was suggested by Al Li.

B. In-Bound Trade Missions,

Chairperson for this committee, Edie Koch, reported a conference call that included the following Committee members: Ronda Sauget of the Leadership Council, Kim Hamilton of IDOA, and Han Ko of the USAKO Group. The topic of discussion was to start planning a 60-minute webinar to be hosted by the SWIL Trade and Investment Council that will showcase SWIL and its attributes to interested Foreign Trade Investors. After an extensive discussion, the following recommendations were made: Date of webinar: Mid-late January 2021. Targeted industries to showcase: Manufacturing/E-commerce; Agriculture and Food; High Tech/Bio/HealthCare. Oversea Markets to target for participation in the webinar: Europe, Latin America, East Asia, and Canada. Select USA-Managed Matchmaking platform: Will opt-in on this service. Kim Hamilton of IDOA mentioned that IDOA Director Jerry Costello would have an interest in participating in the webinar since Agriculture and Food would be a targeted Industry Sector. Koch mentioned that there is concern that traffic for a January webinar could be diminished due to Select USA deciding to start advertising the 2021 Investment Summit to Foreign Direct Investors in January. Koch stated she would follow up with the International Specialist at Select USA to weigh options before moving forward. Ronda Sauget offered assistance from her staff at the Leadership Council in completing this project.

C. Out-Bound Trade Missions:

Silvia Torres, Chairperson for the Outbound Trade Mission Committee, reported a Zoom meeting held on October 6th. Members of the Committee in attendance were Margo Markopoulos, Elizabeth Ahern, Han Ko, and Edie Koch. An extensive discussion ensued to connect and share suggestions and ideas regarding trade mission opportunities, and preliminary thoughts on the organization of a virtual trade mission to South America. She offered these details. 1) CARE Act Funds received are allowing the ITC to take on additional initiatives to assist COVID-impacted businesses interested in exporting. 2) Consultants and additional part-time help were brought on board to help with business recruitment and virtual trade mission design. 3) Virtual round tables and presentations are being conducted with southern Illinois businesses to discover needs, interests. 4) Customized training and education for businesses will receive an additional focus with CARE Act funds. 5) Virtual trade missions in the works: Chile, Colombia, Peru, and possibly Mexico. Argentina was also suggested. Meeting concluded with OTI, SWITIC In Bound Trade Mission Committee, U.S. Commercial Service, and the Usako Group, offering possible collaborations, sponsorships, in country relationships, and experience in virtual trade missions/shows, to the upcoming tasks to be undertaken by the Outbound Trade Mission Committee.

D. Education Committee

Exportech Downstate Program – Update. Chairperson Paul Jarzombek reported about the idea of the Council taking over the administration of a Downstate Illinois Exportech was presented to several decision makers with the following results. The IL District Export Council happy to help with promotions, and volunteer as coaches and presenters. Metro Chicago Exports liked idea, but due to COVID has no funds to help. With those constraints in mind, Paul suggested another alternative of a

homegrown scaled down version of Exportech called "Going Global" where we would mimic Exportec, but come up with our own curriculum, Goal is for a program in March which would need lots of help from SWITIC members. Hope to get 4-6 SWIL companies interested in 3 sessions to learn about exporting. He suggested SWITIC to be the sponsor, provide mentoring, and partner with the ITC regarding logistics such as meeting space etc., (If COVID still an issue we may consider virtual or a later date). Details of access to training materials, fee structures etc. would need to be worked out. SWITIC would be responsible for company recruitment, presenters/coaches/expertise; sponsors/training space etc.

VI. Old Business:

A. SWIL Exporter Database

A brief discussion ensued in regard to the difficulties getting this database up to standards. It was mentioned again that its completion would be a great resource for the outreach letter distribution that the Marketing/Communication committee is working on to send. President Eversmann mentioned getting two of his staff people more involved in SWITIC for this and other initiatives.

VII. New Business

Chairman Eversmann referred members to the 2021 list of Committees and 2021 Quarterly meeting schedule. He emphasized the importance of all members to get actively involved in their Committees and that Committee Chairs needed to proactively get their members involved through phone calls, meetings, as each has a level of expertise that could prove valuable. Eversmann also referred to the Quarterly Meeting schedule which at this time will be virtual under further notice in light of the pandemic.

VIII. Public Comment and Announcements. Han Ko gave an update on an initiative he was working on.

IX. Adjournment

With no other business, a motion was made by David Kniepkamp and seconded by Paul Toskin to adjourn. Motion passed and Chairman Eversmann adjourned the meeting at 10:45 A.M.