

Illinois Route 66 Centennial Commission Meeting

August 14, 2023

Members Present: Cory Jobe, Casey Claypool, Milt Sees, Scott Dahl, Bonnie McDonald, Larry Walsh Jr., Bob Navarro

Ex-Officio Members Present: Jamie Reynolds (IDNR), Daniel Thomas (IOT)

Cory called the meeting to order at 10 AM

Bob Navarro presented the projects that he has worked on in his bureau service area (Heritage Corridor Destinations) with the \$1.6 million in Route 66 grant funding from DCEO and thanked legislators and DCEO and Office of Tourism for this important funding. Presentation deck sent around in separate email from Chairman Jobe.

Scott Dahl then presented the projects for the Springfield CVB from the Route 66 grant program and that presentation sent around in separate email from Chairman Jobe.

Cory Jobe then presented the projects for the Great Rivers & Routes CVB area from the Route 66 grant program and that presentation sent around in separate email from Chairman Jobe.

Casey Claypool then provided an updated on the Illinois Route 66 Scenic Byway efforts. They have been taking the lead on some of the Centennial projects. Have secured Centennial URLs and will house all the Centennial information on the Byway website as a way to streamline without funding for the Commission at this time. They will add a store to the Centennial Page. They do have a logo that the scenic byway group has approved and hoping the Commission will adopt this. Casey indicated that the federal commission has not adopted any logo as of yet and other states seem to be moving forward with their own logos.

Asked the group for questions/comments – Jamie from IDNR likes the logo; Bonnie agrees that the neon is wonderful – thanked Casey for putting it together. Wishes the federal commission would have this ready as feel they will then want the states to adopt it.

Cory also indicated he had hesitation about multiple logos and thinks we may be asked to adopt something else. Cory also asked about the ability to incorporate the community name. It was indicated that the federal commission was looking to launch in late 2024 and early 2025 which felt too late. Bob indicated he likes adding in the community name to it and feels the design should be standard across the state. Casey will get some examples.

Daniel indicated he was coming from a consumer centric point of view and concerned with possibility of additional logos out there. This is an opportunity to be beyond a logo and used for digital advertising – need elements to expand – when it is reduced in size – and get through ADA filters. Asked if it might be useful to have our agency partners help with this and getting this right.

It was determined a meeting would be scheduled to discuss further with designer, and IOT and its agency partners. No vote needed today on this item.

Next discussion centered around fundraising and legislative ask. They have circulated a financial ask to the legislative leaders to support the Illinois Route 66 Centennial Commission. They have developed a fact sheet and Cory will send that around to all Commission members (sent). Looking for \$5 million in support through 2026. Would like to see an allocation for the budget for this \$5 million.

Bonnie reminded everyone that it is also the 250th Anniversary of the nation in 2026 and Commission for that being populated as well and maybe can work together on those two group's planned activities.

Cory asked for any public comments and seeing none and asked for any closing comments.

Bonnie indicated she would like to see the meeting set up on a regular schedule as it is important and hard to make it when changes with short notice so it can be put on calendar as a priority.

Casey indicated they are continuing to sign the road and goal is to have it all resigned by June 2025.

Milt Sees made a motion to adjourn and Bob Navarro seconded.