



Illinois Route 66 Centennial Commission Meeting

October 2, 2023

Minutes

Members Attending: Chair Cory Jobe, Casey Claypool, Bob Navarro, Scott Dahl

Ex Officio Members Attending: Daniel Thomas, Jamie Reynolds, Jan Kemmerling

Meeting was called to order at 10:03 AM

There was no quorum.

The revised new logo was shown to the group so that it works in digital, on merchandise and is ADA compliant – will need to do some brand guidelines, guardrails on how people will use it so it can evolve into other assets.

Cory will send out a follow-up email to the rest of the members and ask for an online vote/comment so the logo can move into final production.

The Illinois Route 66 Scenic Byway Association has a URL and a landing page and will create an online store for merchandise. Casey indicated they have a new member of the Byway in Virden and will use them as a hub for centennial merchandise – will inbed into website. Will process and ship all orders. Others can contact directly to order merchandise for their use. Casey gets a small percentage for her operation. They are the only byway member locally that does merchandise. At next meeting, Casey will show the Centennial page on website.

Since others have shops that sell merchandise, need to know what merchandise will be available - prepare a sample store – URL – plan for next meeting to review as well.

Next meeting is scheduled for December 11. Daniel will send live link to TimeZoneOne to set up a live link with guardrails and mockup digitally existing platform.

Cory wanted to remind about other committees and ask that the committee chairs start meeting. Will need to replace Tim Butler who has submitted his resignation.

New Business – Route 66 funding for the third year for certified CVBs is available - \$3.7 million.

Casey updated about efforts signing the road – import all the GPS coordinates gathered – useable google maps – fine tuning – will send the map.

IDOT has indicated they cannot spray paint on roads. Daniel indicated that one of the Mayors brought it up on his listening tour around the state and DCEO Chief of Staff will investigate it and see what we can do.

Meeting was adjourned at 10:38 AM