



## Illinois Route 66 Centennial Commission Meeting Minutes

December 11, 2023

Members Attending: Chair Cory Jobe, Casey Claypool, Bob Navarro, Larry Walsh Jr.

Ex Officio Member Attending: Kristin Richards, Daniel Thomas, David Joens, Jan Kemmerling (administrative)

Chair Cory Jobe called the meeting to order at 10 AM and confirmed there was not enough members present for a quorum so no official business would be able to be conducted.

Daniel Thomas discussed the Illinois logo that had been presented to the group and sent around to Commission members to be voted on and approved. They are currently working on guardrails on how to use the logo and had previously provided examples of use on ads and merchandise.

Casey Claypool indicated they have a shell in place for a merchandise store on the byway website which can also be linked to the enjoyillinois.com website. They have picked up Under Armour products and can expand to other products we may want. They will send out the final layout of the merchandise page to the commission members once it is ready. It can have as much or as little of products as we want and want to make sure it is representative of the products Route 66 visitors are looking for. She also has magnets and pins produced by another vendor that produces them across the 8 states. Byway is working with this group and will receive the proceeds – no minimum on the orders.

Bob Navarro asked if there was an opportunity to receive the merchandise at wholesale cost – buy in bulk so they can sell at outlets they have.

The group asked if as many of these products be made in the US as possible.

More information will be provided on who can use the brand and the logo as we may want to know who has downloaded it as there are other groups trying to capitalize on it. One group was giving awards to members, so we need to make sure the usage is enforced.

Daniel indicated that when you upload the branding and guideline section to enjoyillinois.com, it will request name, address and contact info before allowing someone to download the branding and PR team gets notified who is using it if that would be helpful.

Cory asked how do we let folks know about the brand and identity. Director Kristin Richards said that she and Daniel can discuss ways and work with DCEO's Comms Director, and we can let CVBs and others know about it by including it in Illinois Tourism Monthly and social channels.

Daniel indicated that we are currently working on FY 25 budget which begins on July 1, 2024.

Cory indicated that he would personally contact each commission member about the group to try and get more participation in the meetings. He will also reach out to chairs of each of the committees so they can start meeting as well in 2024.

Asked about whether to continue with virtual meetings or should they move to in person meetings? Director Richards indicated she thought having a virtual option was good and could move to in person if start to get more attendance.

Dave Juens indicated he prefers in person meetings and to meet at new locations on Route 66 as a way to see the product we are promoting.

It was decided that the Commission will hold quarterly meetings as well as the committees and every other meeting will be in person.

At one of the meetings 3 of the members presented projects they had done with DCEO grant funding and now implementing the projects.

Dave suggested maybe inviting local media into the smaller communities when they hold an in-person meeting as it would be a big deal to these communities.

Cory will do follow up with all Commission members.

Discussion was held about vacancies and Casey indicated she has recommended Liz Vincent in Pontiac for the Route 66 Association vacancy which has been open since the start.

Casey stated the Byway is 40% through with resigning the road – IDOT has been great on this. Goal is to have the road completely resigned with alignment dates by June 2025.

Discussion was held about the shields painted on roads – OK has some good guidelines in place and looking into that to see if IDOT will allow these on the roads. It was indicated that the Mayor of Wilmington has raised this and Daniel and DCEO Chief of Staff have been working with IDOT and it is an active issue by the Commission with IDOT. It was discussed that maybe it can be raised among the state travel directors' group as well as at the federal commission level. Arizona has had no luck with it. Casey indicated the stencils have been made if we can get approval. City or county roads can use them now. It is just state IDOT roads where there is an issue.

Cory indicated that there was a local resident which is interested in using St. Louis Lambert Airport that has ties to American Airlines and wants to partner to drive more flights – Enterprise Rental Car HQ – partner for Centennial.

Philip 66 – Wood River Refinery – possible interest in engaging in conversation – figuring out the ask for participation.

Chair Cory Jobe will be following up with merchandise store email and asking about bi-monthly zoom and quarterly in person meetings for 2024.

Asked for other comments and there were none, so the meeting ended at 10:45 AM