

CITY OF EDWARDSVILLE
TOURISM ADVISORY COMMITTEE MEETING MINUTES

Thursday, January 8, 2026

8:00am

Governor Edwards Conference Room, 118 Hillsboro Ave.

Approved: Janet Narvian

Date: Feb 12, 2026

I. ROLL CALL

Present

James Arnold
Craig Becker
Kimberli Goodner
Sara Berkbigler
Kathryn Biarkis
Dillon Borri
Amanda Eckert
Lisa Bohannon
Jake Sutter

Guests

Cathy Hensley
Lindsey Laird, GRR
Jeanne Wojcieszak

I. CALL TO ORDER/ATTENDANCE:

With Janet absent, Sara chaired the meeting and Lisa recorded the minutes. The meeting was called to order at 8:05am.

II. PUBLIC COMMENT:

None

III. APPROVAL OF MINUTES:

On a motion by Craig and a second by Kathryn, meeting minutes from December 11, 2025 were unanimously approved.

IV. ADMINISTRATIVE

A. Tourism Advisory Plan

Still waiting on the comprehensive plan to be released.

B. Community Calendar

No report.

C. City Marketing

Sara discussed identifying gaps in tourism revenue-generating events to support local businesses. The group also discussed hosting and managing e-sports events.

D. Tourism Funding/Tourism Budget

Jeanne provided an overview of the budgeting process, hotel motel tax, and fund allocation with handouts. The hotel motel tax revenue is currently on track to meet projections, with total revenue running 1% ahead of budget. She expects this year's fiscal revenue to be \$930,000. It is expected that 140

new hotel rooms will be constructed in the next year, which will increase this revenue. The new fiscal year budget requests are due in February. James stated that requests should be as specific as possible with details, descriptions and closely approximated costs. Increasing the annual fee to Great Rivers and Routes is an option to include additional campaign support for Edwardsville, including a focus on e-sports, which is a growing tourism attraction.

E. Review and Apply for Grants

No new information

F. Annual Report

No report.

G. Route 66

No report.

IV. NEW BUSINESS

A. The committee reviewed the use and stock of pull-up banners (interior use) and A-frame banners (exterior use).

1. Craig proposed buying five more A-frame banners; Amanda seconded the motion, which passed unanimously.

2. Lisa proposed that we buy four additional pull-up banners, Craig seconded the motion, and everyone approved it unanimously.

B. Cathy shared a list of upcoming events by month where banners could be displayed. Sara asked Amanda if she could help fill in the list with events that she is aware of through hotel reservations so the group can more easily identify opportunities to fill in the gaps of tourism revenue-generating opportunities.

V. ADJOURNMENT

On a motion by Lisa Bohannon and a second by Kimberli Goodner, the meeting was adjourned at 9:13am.