



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for CVB *Special* Board Meeting
Jo Daviess County Courthouse @ Noon
November 2, 2016

Call to order: Meeting was called to order by Hal Gilpin at 12:00 p.m.

Roll Call Present:

CVB Board Members

- Matthew Carroll (*Entered 12:16*)
- Jess Farlow
- Erin Murphy (Vice Chair)
- Terry McGovern (*Left Meeting @ 12:45*)
- Sharon Cholewinski
- Helen Schamberger
- Hal Gilpin (Chair)
- Betsy Achett
- Merri Berlage / JDC Board Member

Staff

- Katherine Walker, Executive Director
- Lori Kinnaman, Administrative Assistant

Guest in Attendance

Dan Burke

Public Comments

None

New Business

Motion moved by Jess Farlow to change the meeting times for December through February to be held earlier in the day. Second by Betsy Achett. **Motion carried.**

Motion moved by Jess Farlow to approve the McDaniel's Marketing and extension for one full fiscal year beginning December 1, 2016. Second by Betsy Achett. Discussion followed. **Motion carried**

Katherine Walker presented the board with two proposals. One is a six month proposal and the other is for one year. She stated that the six month plan is a bare bones plan.

Hal Gilpin stated that there will be questions as to why they are going ahead with a marketing plan. The current contract expires at the end of the month. If the extension is not approved there will be nothing planned for next year. There is a 60 day cancelation clause. It is to protect the tourism to market the destination.

Terry McGovern is leery of the one year contract. She is in favor of the six month plan. She also stated that if this doesn't happen soon, something will happen.

Merri Berlage asked Terry for some insight on her statement. Terry stated that the smaller communities want better representation. She has had conversations with them. Should this not pass they have an idea of what they will do. She stated that there are four communities that have talked about it. Erin Murphy stated that she knows of one that has not been approached. Terry stated that will be the next step. She is concerned about where that leaves the CVB. Merri Berlage stated that it leaves the CVB still working and providing services for the whole county. Merri thinks that they should go for the year. Whatever happens, they are still enhancing the destination and promoting the destination and that is what we are here to do.

Katherine Walker reminded the board that being from a department of government it is much easier to cancel than it is to start new.

Hal Gilpin stated that if they are still in limbo next year it could be June or July of next year it could make it very difficult to issue a RFP for a marketing firm. Erin Murphy stated that it is going to be difficult to do a lot of things and we should focus on moving forward and getting back together for the customer. There are a few loud customers in the county but there are others that are very happy with what we are doing. We need to focus on getting our advertising out. It is still a good idea to have one unit. She does not think that the way it played out was the right way to go about it. We need to take care of our business.

Merri Berlage agreed that we need to move forward. She asked how she should present the idea of the marketing plan and extension to the county board. Hal Gilpin stated that they are still collecting the tax dollars and it should be spent on advertising. Jess Farlow agreed and stated that they have already been ridiculed for not spending the tax dollars. Merri Berlage stated that the people who do not want to be involved with tourism are still making these decisions. Erin Murphy stated that the people out in the county who want one united tourism voice because it is for the benefit of tourism should have no argument about advertising for tourism. Merri Berlage stated that she does not think that this is about tourism. She feels that they are hoping more for a business association to help with their business than anything else. This board is here to promote tourism and overnight stays in Jo Daviess County.

Terry McGovern stated that is not how she understood it. Western University has told them that tourism is a way for Stockton to grow. She would like the CVB to market the entire county such as Door County does. When this all started there wasn't a lot of marketing of the smaller communities, but you have changed and have adapted and done some very serious programs in looking at the communities.

Erin Murphy told Terry that she helped her own cause by being active, volunteered to be on the board to inform the board. Erin stated that they have been looking for people to be on the board for a long time and no one ever answered that calling, including people that the board

reached out to. Terry stated that the complaint is that the board is made up of all lodging and Stockton is fortunate to have that but Elizabeth does not. Hal Gilpin stated that when he looks for a candidate, he looks for qualifications not the type of business they are running.

Motion moved by Merri Berlage to approve a prototype of a shaped advertising piece that represents the entire county. Second by Jess Farlow. After a brief discussion the **Motion Carried**.

Katherine Walker described a special product for advertising and showed the board a prototype. She will work with the state to be sure it will be accepted in the states welcome centers. Matthew Carroll asked if the piece will qualify with the state. Katherine said that she will make sure it does before moving forward. Matthew asked if this would take the place of the visitor's guide. Katherine stated it would not take the place of a printed piece but be used as a lure piece instead.

Board Comments

Erin Murphy stated that she thinks that they need to get back in business and start operating. They have given the letter of intent its due course. She asked if down the road they could put an ad in the Galenian to cover as a local piece to avoid multiple publications.

Merri Berlage reported to the board that the amendments that were made at the county board have been passed on to the DMO chair. She does not know where it sits at this point.

Matthew Carroll announced that he accepted the Richard Driehaus Preservation Award for the Jail Hill Inn.

Public Comments

None

Adjournment

Motion: Moved by Jess Farlow. *Second:* by Erin Murphy to adjourn the meeting.

Motion carried. The meeting was adjourned at 12:47 p.m.

Lori Kinnaman

Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

November 29, 2016

Date of Approval