



Galena/Jo Daviess County Convention & Visitors Bureau

Minutes for CVB Board Meeting

Jo Daviess County Courthouse @ 6:00 p.m.

April 26, 2016

Call to order: Meeting was called to order by Hal Gilpin at 6:02 p.m.

Roll Call Present:

CVB Board Members

- Matthew Carroll
- Jess Farlow
- Erin Murphy (Vice Chair)
- Terry McGovern
- Sharon Cholewinski
- Helen Schamberger
- Hal Gilpin (Chair)
- Betsy Achett
- Merri Berlage / JDC Board Member

Staff

- Katherine Walker, Executive Director
- Jeff Graack, Sales & Marketing Director
- Lori Kinnaman, Administrative Assistant
- Betsy Kaage, Social Media Specialist

Guest in Attendance

Dan Burke, Dan Reimer

Public Comments

None

Approval of Minutes

Motion: Moved by Merri Berlage to approve the minutes from the March 29, 2016 CVB Board Meeting. Second by Jess Farlow. **Motion carried**

Unfinished Business

Erin Murphy gave an update regarding the progress of the new DMO board. Ballots were sent on April 22. She asked the CVB board members to let people know that they can contact the four newly appointed DMO board members if they have not received a ballot.

Katherine Walker asked if a time and place has been determined for the ballot counting. Erin stated that the location has been determined but the date and time has not. They would discuss that at a meeting to be held the next day.

Erin stated that the new DMO board has acquired John Cox as their legal advisor. The next joint committee meeting is planned for June.

Committee Reports

Sales & Marketing

Jess Farlow reported on the meeting. He stated that the marketing staff did a great job on the comprehensive report and has been doing a phenomenal job.

Terry McGovern said that the Antique Trail Brochure was presented to them and looked wonderful.

Event Planning

Matthew Carroll asked Katherine Walker if she has heard from Dave Decker, ARC Executive Director, concerning the half marathon. Katherine stated that she has not heard from him but she emailed him April 25.

Community Outreach

No report

Board Member Comments

Terry McGovern announced that Stockton has their Family Fun Run scheduled for Friday, April 29. KCRG will be there to cover it and they have 175 registered participants.

Erin Murphy announced that Hanover & Elizabeth did a small visitor guide and it was delivered yesterday. They will be delivered around Hanover and Elizabeth and the wineries. She also stated that the new DMO board had to follow the Letter of Intent for the election process.

Helen Schamberger asked what method was in place to gauge how they are doing. Katherine Walker stated that a monthly report is made reflecting social media and the Cision report gives a value on public relations and marketing. Helen asked where tourism is going in the future. Erin Murphy suggested that McDaniel's Marketing should be able to get the board some information.

Merri Berlage reported on the Ag Coalition group. They are hoping to have something similar to the 'Tour of Homes' and call it the 'Tour of Farms in Jo Daviess County.' They hope to have the first one in September and hope to do it annually.

Katherine Walker reported on the Viking River Cruises. They have been delayed with government approval but they feel that things are moving in the right direction. She has spoken with IDOT about a tentative meeting date of May 6 for the Overlook. There are 56 signed up for the Tourism Dinner with Cory Jobe on May 2.

Public Comments

None

Closed Session

The agenda item was moved to the next scheduled CVB Board meeting.

Adjournment

Motion: Moved by Matthew Carroll. *Second:* by Jess Farlow to adjourn the meeting. **Motion carried.** The meeting was adjourned at 6:30 p.m.

Lori Kinnaman

Secretary / Administrative Assistant

Galena/Jo Daviess County Convention & Visitors Bureau

May 31, 2016

Date of Approval