



Galena/Jo Daviess County Convention & Visitors Bureau

Minutes for Meeting

JDC Courthouse @ 6:00 p.m.

April 28, 2015

Call to order: Meeting was called to order by Chair Matthew Carroll at 6:00 p.m.

Roll Call Present:

CVB Board Members

- Matthew Carroll
- Jess Farlow
- Erin Murphy
- Caitlin Oponski
- Sharon Cholewinski
- Helen Schamberger
- Hal Gilpin
- Robert Mahan
- Merri Berlage / JDC Board Member

Staff

- Katherine Walker, Executive Director
- Celestino Ruffini, Sales & Marketing Director
- Lori Kinnaman, Administrative Assistant
- Betsy Kaage, Social Media Specialist
- Melosa Belger, Events Coordinator

Guests in attendance. Ron Smith, Dan Reimer, Carrie Stier, Terry McGovern, Katie Deveraux

Welcome and Introductions. Matthew Carroll welcomed all those in attendance.

Public Comments.

Terry McGovern stated that as a Stockton business owner she was disappointed in the activity guide. She was frustrated that there was only one paragraph that described the city of Stockton. She asked the board for a sponsorship for the Stockton Art Fair being held July 18 & 19, 2015.

Carrie Stier from the Village of Scales Mound, stated that Chris Hamilton gave a presentation to the village. She stated that the vision was well received but they were concerned about the lack of voice from the CVB Board and Staff. Carrie had a few questions of the board.

Ron Smith, Jo Daviess County Board Chair, stated that the meeting with the presentation from Chris Hamilton will be a controlled meeting. There should be three key items that will be on the agenda.

Caitlin Oponski wanted to address Terry McGovern's concern. She stated that there are ways to update the links to the smaller communities from the online site.

Nomination and Re-election of Officers.

Matthew Carroll announced his resignation as the Chair of the CVB Board of Directors. He read from a letter he wrote stating his reason for stepping down was due to his new business venture and the time he needs to focus on this project.

Motion: Moved by Merri Berlage to accept the resignation, with regret, of Matthew Carroll. Second by Jess Farlow. **Motion carried with a voice vote.**

Helen Schamberger nominated Hal Gilpin as Matthew Carroll's replacement as Chair. Second by Caitlin Oponski.

Motion: Moved by Merri Berlage to close nominations. Second by Erin Murphy. **Motion carried with a voice vote.**

Hal Gilpin took the position as Chair. He thanked Matthew Carroll for his service for the last year and a half as board chair.

Motion: Moved by Merri Berlage to nominate Erin Murphy as Vice Chair. Second by Jess Farlow. **Motion carried with a voice vote.**

Approval of Minutes.

Helen Schamberger asked that the minutes be changed in the first paragraph of the board member comments to reflect that the county board member she spoke with is a 'former' member.

Motion: Moved by Merri Berlage to approve the amended minutes for the March 31, 2015 CVB Board Meeting. *Second:* by Helen Schamberger. **The motion carried by voice vote.**

Motion: Moved by Matthew Carroll to approve the minutes for the April 15, 2015 CVB Board Retreat. *Second:* by Sharon Cholewinski. **The motion carried by voice vote.**

Committee Reports.

Sales & Marketing: Hal Gilpin reported on the on-line reservation system for the website. Staff will do more research and will report on it at the next meeting.

New business.

Motion: Moved by Caitlin Oponski to appoint Robert Mahan as Chair of the Community Outreach Committee. Second by Matthew Carroll. Robert Mahan stated that he would accept as long as they are sure that what comes from the meetings is taking action for the smaller communities. **Motion carried by voice vote.**

Robert Mahan stated that his goal for a Listening Tour is to go out to the communities and just listen to what people have to say with suggestions and any feedback. Hal Gilpin felt this could be accomplished with the Community Outreach Committee.

Katherine Walker stated that it is possible to ask to amend the definition of a Parent Committee to include the CVB. The CVB Board can ask to have the same authority to approve purchases as an amended entity. Katherine Walker stated that she will put together a draft for approval by the board and John Hay. Helen Schamberger asked what a parent committee does. Dan Reimer, JDC Administrator, defined the requirements and duties of the committee.

Motion: Moved by Erin Murphy to accept and approve the staff recommendation of Will Enterprises, lowest bidder, for shirts for the triathlon. Second by Caitlin Oponski. **Motion passed by voice vote with one nay vote recorded from Helen Schamberger.**

Board Member Comments.

Erin Murphy asked how many of the CVB Board Members will be attending the meeting with the County Board.

Robert Mahan stated that the goal of the board should be to support the people whom they represent.

Public Comments.

Carrie Stier stated that as a business owner it is difficult to be a member of multiple marketing organizations. The consensus of the Village of Scales Mound is the accountability would be maintained by staying with the county.

Erin Murphy wants a solid plan so no city council or county board wants to change it a few years down the road. There is a lot of work that has to go in to it. She stated that many of the county board members do not know what a state recognized DMO is or what a LTCB grant is.

Adjournment.

Motion: Moved by Matthew Carroll, *Second:* by Sharon Cholewinski to adjourn the meeting.

Motion carried. The meeting was adjourned at 6:47 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

May 26, 2015

Date of Approval