



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for CVB Board Meeting
County Highway Department, Hanover IL @ 6:00 p.m.
August 29, 2016

Call to order: Meeting was called to order by Hal Gilpin at 6:00 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
- Lori Kinnaman, Administrative Assistant

Guest in Attendance

Dan Burke, Dan Reimer

Public Comments

None

Approval of Minutes

Motion: Moved by Helen Schamberger to approve the minutes from the July 26, 2016 CVB Board Meeting. Second by Jess Farlow. **Motion carried**

New Business

Motion: Moved by Hal Gilpin to extend to Katherine Walker the ability to spend up to \$5000 a month with McDaniel's Marketing for the purpose of working with the website,

maintaining it and keeping it going and the other necessary things associated with it. Second by Helen Schamberger.

Terry McGovern questioned what is needed from McDaniels. Katherine Walker stated that an e-newsletter would need to go out in September and November in addition to other jobs.

Erin Murphy asked where the money would come from. Katherine Walker stated that the money is available for the additional work.

Katherine gave an example of what could be done by McDaniels in addition to what is already included in the agreement.

Dan Reimer stated that the original agreement would need to be amended and approved by the County Board. Some discussion was made by the board.

Erin Murphy suggested that the Letter of Intent be addressed to allow more freedom to operate for the next year.

Original motion was withdrawn by Hal Gilpin.

Motion: Moved by Hal Gilpin to draft an agreement for a scope of work with McDaniel's Marketing to present to the county board not to exceed \$5,000 a month. Second by Merri Berlage. **Motion carried with all ayes.**

Motion: Moved by Hal Gilpin, Approval of a proposal beginning December 1, 2016 for 2017 for a \$25,000 budget for six (6) months for an Expedia Media Solutions agreement. Second by Jess Farlow. A discussion followed. **Motion carried with all ayes.**

Erin Murphy asked why it needs to be approved by the board. She trusts Katherine's ability to decide where to spend the money. Katherine stated that the amount was over what is allowed by the county for her approval.

Helen Schamberger asked further questions about booking through the Expedia Site. Hal Gilpin stated that it is just advertising that they are discussing. Hal also stated that they may be sitting in the same spot in six months with no new marketing plans for 2017.

Katherine Walker suggested that this could be added to the extended marketing agreement that could be made with McDaniel's Marketing for 2017.

Hal Gilpin suggested keeping it separate in case the marketing agreement failed. Then something would be in place for marketing for 2017.

Motion: Moved by Jess Farlow to move forward for an initiative for a new marketing coop plan for FY17. Second by Helen Schamberger. A discussion followed. **Motion carried with all ayes.**

The board discussed a plan to offer a matching contribution fund to help communities or properties to market tourism for their property or event.

The board agreed on the concept but decided that more discussion would be needed to develop a plan.

Board Member Comments

Erin Murphy asked if the CVB has been contacted by anyone concerning the Lead Rush Half Marathon. Katherine Walker stated that she has not been contacted since the initial meeting with Dave Decker.

Terry McGovern asked for help for the smaller communities to get involved in events. She asked for a resource to help with connecting with hotels and other resources to develop and plan events.

Helen Schamberger asked the board if they have contacted their county board member about the DMO.

Merri Berlage stated that she is hopeful to have the new DMO contract on the agenda for the Executive Committee meeting on Tuesday. They will review the changes and then forward it to the county board for their meeting.

Erin Murphy asked the board for a special meeting before the end of September. We have to be able to operate. Whatever comes from the county board meeting, we have to know where we are going. The board was in agreement.

Public Comments

None

Adjournment

Motion: Moved by Erin Murphy. *Second:* by Terry McGovern to adjourn the meeting. **Motion carried.** The meeting was adjourned at 7:06 p.m.

Lori Kinnaman

Secretary / Administrative Assistant

Galena/Jo Daviess County Convention & Visitors Bureau

September 27, 2016

Date of Approval