



**MINUTES of the Galena/Jo Daviess County Convention & Visitors Bureau**  
**Meeting date: Thursday, January 15, 2015**

**Call to order:** A Sales & Marketing Committee meeting of the Galena/Jo Daviess County Convention & Visitors Bureau was held at the CVB administrative offices, Galena, IL, on Thursday, January 15, 2015. The meeting convened at 11:05 a.m. Hal Gilpin served as chairperson and Celestino Ruffini served as secretary.

**Members in attendance:** Matthew Carroll, Jess Farlow, Hal Gilpin, Erin Murphy, Caitlin Oponski and Helen Schamberger.

**Members not in attendance:** All present.

**CVB Staff in attendance:** Betsy Kaage, Celestino Ruffini and Katherine Walker.

**Guests in attendance:** None.

**Welcome and Introductions:** None.

**Public Comments:** None.

**Approval of minutes:** Motion was made by Schamberger and seconded to approve the minutes of the October 9, November 13 and December 18, 2014 meetings. **Motion carried.**

**Unfinished business:** None.

**New business:**

**Discussion on 2015 Activities Guide**

Walker commented on the design work, including new images and copy, which is underway in tandem with McDaniels Marketing.

**Discussion on 2015 cooperative partnership program**

Ruffini provided a list of the tourism-related businesses that are participating in the program. As of the meeting, \$11,600 in revenue had been committed to. Gilpin requested a periodic summary be provided that includes website data on those participating businesses.

**Discussion on CVB Web site**

Ruffini distributed a quote from TimeZoneOne that provided a rough estimate of costs for website improvements and rebuild. Committee discussed what future steps need to be taken with the website and what the CVB does to manage search engine optimization and marketing efforts.

### **Update on social media**

Kaage provided information on the new social media brand, Enjoy Galena Country, as well as discussed other year end highlights from the blog, Twitter, Instagram, Pinterest and Facebook channels.

### **Update on 2014 statistics**

Ruffini reviewed all of the website data, as well as information from the e-newsletters, digital visitors guide, Cision account, and Trumba calendar platform. Kaage reviewed the social media data.

### **Discussion on support of 150<sup>th</sup> anniversary of end of Civil War events**

Ruffini commented that an estimated \$5,867 is being spent on advertising for the events taking place in honor of the 150<sup>th</sup> anniversary. A sample of the digital ads that are being developed was shown to the committee.

**Announcements:** None.

**Public Comments:** None.

**Adjournment:** The meeting was adjourned at 12:03 p.m.

Celestino Ruffini  
Secretary  
Galena/Jo Daviess County Convention & Visitors Bureau

02.19.15  
Date of approval