



**Galena/Jo Daviess County Convention & Visitors Bureau
Event Planning and Management Committee Minutes
CVB Amin Office at 10 a.m., January 15, 2015**

Call to order: Matthew Carroll called the meeting to order at 10:02 a.m.

Members in attendance: Matthew Carroll, Jess Farlow, Hall Gilpin, Caitlin Oponski and Helen Schamberger

Members not in attendance: Erin Murphy

CVB Staff in attendance: Melosa Belger, Betsy Kaage, Celestino Ruffini and Katherine Walker

Guests in attendance: None

Public comments: None

Approval of minutes: *Motion:* Motion moved by Hal Gilpin, and *seconded* by Matthew Carroll to approve the minutes of the November 4, 2014 meeting. **Motion carried.**

New Business

Discussion of triathlon sponsorship: The committee bounced around several ideas including adding bullet points and window clings for businesses sponsoring the triathlon and working with local Chambers, Galena Gazette and Tri-State Tourism.

Discussion of Apple Canyon Lake: The consensus of the committee was to add a specific number of volunteers to the Apple Canyon Lake contract for the 2015 event.

Erin Murphy entered at 10:45 a.m.

Discussion of triathlon volunteer incentives: The committee discussed having perks and or coupons as part of the sponsorship for volunteers in place of donations and t-shirts.

Discussion of additional triathlon vendors: The committee discussed RFP's for buses, food vendor, porta potties, etc.

Old Business

Discussion and possible action for 2015 Race Management Company

Motion: made by Hal Gilpin to award a contract to Lakeshore Athletic Services in the amount of \$45,622.50 for the 2015 Triathlon & Duathlon Race Management Company. *Seconded* by Erin Murphy. **Motion carried.**

Recap of Triathlon Marketing Campaign: Celestino presented the triathlon marketing plan to date and for future advertising. Betsy Kaage presented information regarding the social media done to date and plans for future social media.

Discussion None

Public Comments: None

Adjournment: *Motion:* Moved by Hal Gilpin *Seconded:* by Caitlin Oponski to adjourn the meeting. **Motion carried.** The meeting was adjourned at 11:03 a.m.

Melosa Belger March 19, 2015
Secretary Date of approval
Galena/Jo Daviess County Convention & Visitors Bureau