



MINUTES of the Galena/Jo Daviess County Convention & Visitors Bureau
Meeting date: Thursday, February 19, 2015

Call to order: A Sales & Marketing Committee meeting of the Galena/Jo Daviess County Convention & Visitors Bureau was held at the Ramada Galena, Galena, IL, on Thursday, February 19, 2015. The meeting convened at 11:00 a.m. Hal Gilpin served as chairperson and Celestino Ruffini served as secretary.

Members in attendance: Matthew Carroll, Jess Farlow, Hal Gilpin, Helen Schamberger and Caitlin Williams.

Members not in attendance: All present.

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

Guests in attendance: Sharon Cholewinski, Terry McGovern and Mike Scholz.

Welcome and Introductions: McGovern introduced herself as a member of Stockton Strong.

Public Comments: None.

Approval of minutes: Motion was made by Schamberger and seconded to approve the minutes of the January 15, 2015 meeting. **Motion carried.**

Unfinished business: None.

New business:

Discussion on tourism-related businesses enrolled by community

Ruffini discussed the number of businesses enrolled in each community and provided estimates on the number of businesses not currently enrolled.

Discussion on developing a new tab page on galena.org to promote individual towns in Jo Daviess County

Gilpin requested that CVB staff develop a new section to galena.org that would provide more information about each community in the county and also mentioned that he has received feedback from the public that the search functionality on the website has many shortcomings. CVB staff agreed to solve both discussion points.

Discussion on Aleo book proposal

Walker noted that Philip Aleo would be presenting to the full CVB board at their February meeting to present his book proposal. Aleo is currently seeking funds for the printing of the book. No action was taken.

Discussion on countywide promotion

Walker presented an image of downtown Elizabeth in the 1800s, shared by Terry Miller of the local state historic sites. She is considering assembling a set of photos that would show the contrast between the 1800s and now of each community in the county.

Announcements: Ruffini reviewed the statistics from the website and social media as of the end of January 2015.

Public Comments: Carroll provided a brief update on the Galena Triathlon/Duathlon.

Adjournment: The meeting was adjourned at 11:41 a.m.

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

03.19.15
Date of approval