

**CVB BOARD  
SALES & MARKETING COMMITTEE MEETING  
OF THURSDAY, MARCH 20, 2014**

**Sales & Marketing Committee Members:**

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Carroll, Matthew | <input checked="" type="checkbox"/> Murphy, Erin |
| <input type="checkbox"/> Farlow, Jess                | <input type="checkbox"/> Schamberger, Helen      |
| <input checked="" type="checkbox"/> Gilpin, Hal      |  |

**CVB Staff:**

- |   |  |
|---|--|
| <input type="checkbox"/> Althof, Mary   | <input checked="" type="checkbox"/> Ruffini, Celestino |
| <input type="checkbox"/> Belger, Melosa | <input checked="" type="checkbox"/> Walker, Katherine  |
| <input type="checkbox"/> Gratton, Judy  |  |

**GUESTS:** Betty Roliardi.

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**Matthew Carroll made a motion to accept the November 21, 2013 and February 20, 2014 CVB Board Sales & Marketing Committee minutes as presented. The motion was seconded by Hal Gilpin. The motion passed by unanimous voice vote.**

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**CALL TO ORDER**

The meeting was called to order at 11:17 a.m.

**ROLL CALL**

Roll call was answered as follows: Present – Matthew Carroll, Hal Gilpin, and Erin Murphy.  
Present: 3; Absent – Jess Farlow and Helen Schamberger. Absent: 2  
A quorum was established.  
CVB staff present: Celestino Ruffini and Katherine Walker.

**WELCOME AND INTRODUCTIONS**

None.

**PUBLIC COMMENTS**

None.

**APPROVAL OF MINUTES FROM THE NOVEMBER 21, 2013 AND FEBRUARY 20, 2014 CVB BOARD SALES & MARKETING COMMITTEE MEETINGS.**

Carroll made a motion to approve the November 21, 2013 and February 20, 2014 CVB Board Sales & Marketing Committee minutes as presented. The motion was seconded by Gilpin. The motion passed by unanimous voice vote.

**OLD BUSINESS**

**a) DISCUSSION ON ANY OLD BUSINESS.**

Walker stated that the CVB is now hosting galena.org independent from SS Digital Media. She informed the committee that the CVB would more than likely be using a new company for the calendar of events in the near future.

**NEW BUSINESS**

**a) STATUS UPDATE ON MCDANIELS MARKETING.**

Walker noted that McDaniels Marketing will be presenting an update at the May CVB Board meeting. Gilpin suggested that further contracts might need to be signed to a longer terms and that Walker should investigate a higher spending limit without authorization from the county. Discussion included current demographic and geographic targets being reached through the marketing plan.

**b) DISCUSSION, RECOMMENDATION, AND POSSIBLE ACTION ON JOB DESCRIPTION CLASSIFICATION FOR SOCIAL MEDIA SPECIALIST POSITION.**

Walker informed the committee that this would be coming to the April CVB Board meeting for final review. Once the CVB Board approves, it would then go to the county's executive committee and then to the county board. No action was taken.

**c) DISCUSSION, RECOMMENDATION, AND POSSIBLE ACTION ON WGN 720'S GARRY MEIER SHOW REMOTE BROADCAST.**

Gilpin stated that he had reached out to the show in regards to hosting a remote broadcast at Blaum Bros. Distilling Co. and was curious on how the CVB might be able to assist. No action was taken.

**d) DISCUSSION, RECOMMENDATION, AND POSSIBLE ACTION ON CTA/METRA BILLBOARD ADVERTISING IN CONJUNCTION WITH VISITGALENA.ORG.**

Gilpin informed the committee that he had presented an advertising opportunity he had developed for Metra, discussed at the May 2013 Sales & Marketing committee meeting, recently at a VisitGalena.org board meeting, as they are beginning a marketing campaign with the Chicago Transit Authority. The presentation was to show how a possible advertising partnership might work. No action was taken.

**e) DISCUSSION ON ANY OTHER NEW BUSINESS.**

Murphy discussed the future of the St. Patrick's Day parade in Galena and how it might be a possible opportunity to expand the weekend to include more events.

**COMMITTEE MEMBER COMMENTS**

Murphy requested that action items, such as the CVB Board Retreat, be discussed with the whole CVB Board rather than at a committee level.

**PUBLIC COMMENTS**

None.

**ADJOURN**

Carroll made the motion to adjourn the meeting. The motion was seconded by Murphy. The motion passed by a unanimous voice vote. The meeting was adjourned at 12:08 p.m.

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**NEXT CVB BOARD MEETING  
5:30 P.M., MONDAY, MARCH 24, 2014  
JO DAVIESS COUNTY COURTHOUSE BOARD ROOM**

**NEXT CVB BOARD SALES & MARKETING COMMITTEE MEETING  
11:00 A.M., THURSDAY, APRIL 17, 2014  
CVB ADMINISTRATIVE OFFICES**

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