



MINUTES of Galena/Jo Daviess County Convention & Visitors Bureau

Sales & Marketing Committee

Meeting date: Thursday, April 17, 2014

Call to order: A Committee meeting of the Galena/Jo Daviess County Convention & Visitors Bureau, was held in the Galena/Jo Daviess County Convention & Visitors Bureau conference room, Galena, IL on Thursday, April 17, 2014. The meeting convened at 11:02 a.m., Chairperson Hal Gilpin, and Katherine Walker, served as secretary.

Members in attendance: Matthew Carroll, Hal Gilpin and Erin Murphy

Members not in attendance: Jess Farlow and Helen Schamberger.

Approval of minutes: Motion was made by Matthew Carroll, and seconded to approve the minutes of the March 20, 2014 meeting. **Motion carried.**

Officers' reports:

Chairperson: No report.

Vice Chairperson: No report.

Unfinished Business:

The new position of Social Media Specialist was discussed briefly and that it might need to come out of next year's budget rather than 2014. A schedule could be advertise the position in September, interview in October, November background checks and paperwork. Begin employment Dec. 1.

Hal Gilpin would like to pursue raising the cap on what the board can approve for a single expenditure to \$20,000. Katherine Walked urged it to be approved by the full board and it can be discussed at the meeting/retreat.

The committee would like to see if Cision has picked up notice of a submitted recipe by Farmer's Guest House that was mentioned on Good Morning America. Some feel that the sign on the Girlfriends Getaway ad is still bothersome.

New business:

Blaum Bros Distilling Co WGN Radio proposal

There was discussion on the WGN proposal for a remote broadcast. The CVB would have to write a grant to cover some of the \$24,000 cost. It would also need to be open to all our partners rather than just Blaum Bros. Hal Gilpin would pursue it by giving some of the info to the brothers and encouraging them to partner with one of the grocery stores in Chicago that carries their spirits.

Door County app research

There was discussion on an app. Door County has done a nice one using Noise, Inc. Hal Gilpin will do some more research on the company. Katherine Walker will contact the CVB's statewide to see who has an app. Erin Murphy thought it might be good as a visitor service for those already here and a pay to play situation.

Extension of McDaniels Marketing contract

There was discussion on McDaniels. Katherine Walker mentioned they would be at the May 27th meeting to give a report. Conversation on a contract extension might be more appropriate after that. The group also mentioned video on the website. The CVB is preparing a contest to run and hopes that would encourage video submissions.

Adjournment: The meeting was adjourned at 11:47 a.m.

Katherine Walker
Secretary
Galena/Jo Daviess County Convention & Visitors Bureau

05.15.14
Date of approval