



MINUTES of the Galena/Jo Daviess County Convention & Visitors Bureau
Meeting date: Thursday, May 5, 2014

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, May 5, 2014. The meeting convened at 11:04 a.m. Hal Gilpin served as chairperson and Celestino Ruffini served as secretary.

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

Members not in attendance: Helen Schamberger.

Approval of minutes: Motion was made by Matthew Carroll, and seconded to approve the corrected minutes of the April 17, 2014 meeting. **Motion carried.**

Unfinished business: Hal Gilpin discussed his ongoing communication with a mobile app developer, as well as his understanding that the GalenaApp developed by Design Mill has launched. It was requested by the committee to have an action plan developed in regards to Galena.org becoming more mobile-friendly.

New business:

2014 Visitors Guide printing bid

Committee discussed the bidding process that took place and the FY2015 Illinois Marketing Partnership Program grant application. *No action.*

Chicago magazine insert

Committee discussed possible ideas to include in the FY15 marketing plan.

Midwest Living November/December ad

Motion: Moved by Matthew Carroll that an ad, at a full page size or the next best option, should be purchased in the Illinois Office of Tourism co-op ad in the November/December 2014 issue of Midwest Living. **Motion carried.**

2014 Visitors Guide design

Committee discussed the necessity of bidding out the design work.

Announcements: Jess Farlow commented on the Mini Abe commercial series, the reunification efforts with VisitGalena.org, access to grants from the Illinois Office of Tourism, and the hiring of the digital

marketing specialist position. Celestino Ruffini provided samples of new reports from Cision and marketing efforts. Erin Murphy discussed how online travel agencies will impact the budgets of lodging properties and the CVB. Matthew Carroll noted that he presented to the Jo Daviess County Leadership Forum and will be participating in the Galena Triathlon & Duathlon.

Adjournment: The meeting was adjourned at 12:35 p.m.

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

6.19.14
Date of approval