



MINUTES of Galena/Jo Daviess County Convention & Visitors Bureau

Meeting date: Tuesday, June 24, 2014

Call to order: A Board meeting of the Galena/Jo Daviess County Convention & Visitors Bureau, was held at the Jo Daviess County Courthouse Board Room, Galena, IL on Tuesday, June 24, 2014. The meeting convened at 6:00 p.m., Chairperson Matthew Carroll, and Mary Althof, served as secretary.

Members in attendance: Merri Berlage (*entered at 6:04 p.m.*), Matthew Carroll, Sharon Cholewinski (*entered at 6:08 p.m.*), Jess Farlow (*entered at 6:10 p.m.*), Hal Gilpin, Annette McLane, Erin Murphy and Helen Schamberger

Members not in attendance: Caitlin Oponski

CVB Staff in attendance: Katherine Walker and Mary Althof

Guests in attendance: Randy McDaniels and Betty Roliardi

Welcome and Introductions: Matthew Carroll welcomed all those in attendance and introduced the guests in attendance.

Public Comments: Betty Roliardi clarified her article in the Galena Gazette regarding the hotel/motel tax data.

Approval of minutes: *Motion:* Motion by Erin Murphy, and seconded by Helen Schamberger to approve the minutes of the April 24, 2014 meeting. **Motion carried.**

Motion: Motion by Helen Schamberger, and seconded by Hal Gilpin to approve the minutes of the May 27, 2014 meeting. **Motion carried.**

Officers' reports:

Chairperson: No report.

Vice Chairperson: No report.

Board and committee reports:

Sales & Marketing: Hal Gilpin commented that the committee met last week and discussed granting an extension to the McDaniel's Marketing contract for the next year.

Nominating Ad Hoc Committee: There was nothing to report at this time. This item will be removed from the agenda in the future.

Galena Triathlon/Duathlon: Erin Murphy commented that the number of athletes was down this year and that the race management company was too expensive. Murphy would like to see the event again next year. Matthew Carroll added that next year would be the 20th annual event. We need to secure a major national sponsor. McDaniel's Marketing should look at the marketing strategy.

Joint Merger Committee: Hal Gilpin reported that both groups met last week. There was a large article in the Gazette which portrayed that we had already made a decision to close the Visitor Center, which should not have been the case. It came across as a board decision; however, no such decision has been made by our board. Gilpin suggested putting together an rfp to combine visitor services and whatever else. He is waiting on documents from VisitGalena. When he gets them he will call a committee meeting. Gilpin was happy that both groups talked. There were several good points made and Gilpin felt we were taking steps forward.

Visitor Services Committee: Erin Murphy expressed the need to meet to discuss the depot lease and the hiring of a new visitor services manager. It was the consensus of the committee members to meet on Wednesday, July 2 at 11:30 a.m. at the CVB Administration Office.

Unfinished business:

Hiring of Social Media Specialist: *Motion:* Moved by Hal Gilpin, and seconded by Jess Farlow to move forward with hiring a Social Media Specialist by taking the position to the JDC Executive Committee and the JDC Board. **Motion carried.**

New business:

Contract extension for Mc Daniels Marketing: *Motion:* Moved by Erin Murphy, and seconded by Jess Farlow to extend the contract with Mc Daniels Marketing for one year at the current rate. Merri Berlage asked at the same price and Randy McDaniels replied yes. **Motion carried.**

Announcements:

Hal Gilpin wanted to go on record to thank Judy Gratton for her service to the County, to the Visitor's Center and to our destination organization for all the support and work that she has done for us. It has been a value to it and he is truly appreciative of that.

Katherine Walker added that there would be a retirement reception on Thursday, June 26 from 3 p.m. to 5 p.m. at the CVB Administration Office in Judy's honor.

Matthew Carroll as well wanted to thank Judy. She has been on the County Board, Chamber and CVB for many, many years. That is certainly a strong commitment to the destination and what we all work hard to do and she was right there with us. Carroll has a lot of gratitude for her many years of contribution.

Erin Murphy thanked Judy, too. Questioned where on the agenda can we ask about the bills that are paid each month? She wanted clarification on an invoice from Trumba.

Helen Schamberger informed the board that the Kraft Reunion recently held in Stockton was a huge success.

Public Comments: There were no public comments at this time.

Adjournment: *Motion:* Moved by Merri Berlage, and seconded by Annette McLane to adjourn the meeting.

Motion carried. The meeting was adjourned at 7:02 p.m.

Mary Althof
Administrative Assistant/Secretary
Galena/Jo Daviess County Convention & Visitors Bureau

07/29/14
Date of approval