



MINUTES of the Galena/Jo Daviess County Convention & Visitors Bureau
Meeting date: Thursday, June 18, 2015

Call to order: A Sales & Marketing committee meeting of the Galena/Jo Daviess County Convention & Visitors Bureau was held at Chestnut Mountain Resort, Galena, IL, on Thursday, June 18, 2015. The meeting convened at 11:05 a.m. Hal Gilpin served as chairperson and Celestino Ruffini served as secretary.

Members in attendance: Matthew Carroll, Hal Gilpin, Robert Mahan, Helen Schamberger and Caitlin Williams.

Members not in attendance: Jess Farlow and Douglas Mahan.

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

Guests in attendance: Erin Murphy.

Welcome and Introductions: None.

Public Comments: None.

Approval of minutes: Motion was made by Helen Schamberger and seconded to approve the minutes of the May 21, 2015 meeting. **Motion carried.**

Unfinished business: None.

New business:

Discussion on website development request for proposal

CVB staff confirmed that the timing of the RFP would coincide slightly with the marketing agency RFP, as well as that an online lodging reservations system would be separate from a new website. Gilpin encouraged a greater emphasis on the top level and most visited pages on the site.

Motion: Moved by Caitlin Williams that the website development request for proposal be accepted pending legal review. **Motion carried.**

Discussion on sales & marketing committee expansion

Ruffini informed the committee that all communities have been notified of the expansion and that basic service enrollees and the general public will be next.

Discussion on online lodging reservations system

Gilpin stated that VisitGalena.org is now utilizing JackRabbit for their platform and that the CVB should make every effort to incorporate a platform into FY16 budget. Ruffini briefly commented on the conference calls they have had with JackRabbit and aRes Travel Systems.

Discussion on community website pages

Ruffini shared data on the number of page views to the community pages on galena.org. Kaage discussed her latest efforts to promote communities and their events.

Announcements: Gilpin requested that CVB staff investigate how the Stanley Cup could be brought to the destination, Ruffini briefed the committee regarding the website statistics, the upcoming photo shoot and the Japanese media tour, Kaage shared top social media posts and Walker noted that the Illinois Office of Tourism is considering a 22% cut in grant funding.

Public Comments: Schamberger requested CVB staff to consider ways to assist communities with developing marketing materials, including but not limited to brochures and rack cards.

Adjournment: The meeting was adjourned at 12:06 p.m.

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

08.20.15
Date of approval