



MINUTES of Galena/Jo Daviess County Convention & Visitors Bureau

Meeting date: Tuesday, July 29, 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, July 29, 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 6:05 p.m.*), Matthew Carroll, Sharon Cholewinski (*entered at 6:03 p.m.*), Jess Farlow, Hal Gilpin, Erin Murphy and Helen Schamberger

Members not in attendance: Annette McLane and Caitlin Oponski

CVB Staff in attendance: Katherine Walker and Mary Althof

Guests in attendance: Mike Dittmar, Nina Matthews, Betty Roliardi and Diane Sipiera

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

Public Comments: Mike Dittmar, Elizabeth Mayor and Elizabeth Chamber of Commerce, commented that they would be attending our board meetings in the future to gain further understanding and information about County activities. Katherine Walker and Matthew Carroll both commented on what a nice, fun event the Color Run was.

Approval of minutes: *Motion:* Moved by Jess Farlow, and seconded by Helen Schamberger to approve the minutes of the June 24, 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 looked over the first draft of the FY15 marketing plan. It looks pretty good and they just made a few changes.

Galena Triathlon/Duathlon: Matthew Carroll asked what the athlete count was for the Lead Rush Half Marathon. Erin Murphy asked if we could put a counter up on the website showing the number of registered athletes. Murphy expressed the importance of making the 2015 Triathlon a vibrant event. RFP's should go out now.

Joint Merger Committee: Hal Gilpin expressed major concerns about moving forward with VisitGalena. He has drafted a letter to VisitGalena in response to the June 16th meeting. *Motion:* Moved by Merri Berlage, and seconded by Helen Schamberger to send the letter to VisitGalena. **Motion carried.**

Visitor Services Committee: Erin Murphy stated that the Visitor Services Committee met on July 2, 2014 and made two recommendations to the CVB Board. The committee recommends to not hire a Visitor Services manager at this time and to not renew the lease agreement with the Galena Area Chamber of Commerce that expires on November 30, 2014. Katherine Walker felt that the staff at the Old Train Depot Visitor Information Center can be managed in house with current staff. In the spirit of not duplicating efforts, the board felt we should close the Visitor Information Center, but we still need to service the County. There was much discussion on the subject. *Motion:* Moved by Hal Gilpin, and seconded by Sharon Cholewinski to not renew the lease agreement with the Galena Area Chamber of Commerce that expires on November 30, 2014. **Motion carried by unanimous voice vote.**

The Visitor Services committee will meet on Tuesday, August 12, 2014 at 1:00 p.m. at the Country Inn & Suites – Stockton to further discuss a plan to service the County.

Unfinished business:

- Erin Murphy emphasized the importance that the Lead Rush Half Marathon and the Triathlon not be the same as in the past. These events need new enthusiasm. We need more athletes to make these events successful. McDaniels Marketing has included the triathlon in our marketing plan.

New business:

- FY2015 LTCB Application: *Motion:* Moved by Helen Schamberger, and seconded by Jess Farlow to approve the FY2015 LTCB application as presented. **Motion carried.**
- FY2015 Budget: *Motion:* Moved by Merri Berlage, and seconded by Hal Gilpin to move the FY2015 Budget forward as amended. **Motion carried by unanimous voice vote.**
- Possible August CVB Board meeting date change: *Motion:* Moved by Erin Murphy, and seconded by Hal Gilpin to move the August CVB Board meeting to Tuesday, August 19, 2014 at 6:00 p.m. with the location to be determined. **Motion carried.**

Announcements:

Matthew Carroll stated that he had talked to Caitlin Oponski regarding her missing several meetings. She will make these meetings a priority in the future. He also asked to correct the Visitor Services Committee meeting minutes to reflect that he was in attendance.

Katherine Walker commented that we have received 27 applications for the Social Media Specialist position. The deadline to apply is tomorrow.

Hal Gilpin commented on the website airbnb.com. There are six properties listed on that site that he feels do not pay hotel/motel tax. Merri Berlage will turn this information over to the Treasurer's office tomorrow and this will be addressed.

Public Comments:

Diane Sipiara spoke on behalf of Nina Matthews regarding the distribution of medical marijuana in Jo Daviess County.

Diane Sipiara spoke on behalf of the Elizabeth Chamber of Commerce and asked if someone from the CVB could attend their Chamber meetings. Their next meeting is this coming Thursday night and Matthew Carroll stated he would attend that meeting.

Mike Dittmar thanked the Board for letting them participate in our meeting this evening.

Adjournment: Motion: Moved by Jess Farlow, and seconded by Erin Murphy to adjourn the meeting. **Motion carried.** The meeting was adjourned at 8:19 p.m.

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

August 19, 2014
Date of approval