



MINUTES of Galena/Jo Daviess County Convention & Visitors Bureau

Meeting date: Tuesday, August 19, 2014

Call to order: A Board meeting of the Galena/Jo Daviess County Convention & Visitors Bureau, was held at the Old Train Depot Visitor Information Center, Galena, IL on Tuesday, August 19, 2014. The meeting convened at 6:01 p.m., Chairperson Matthew Carroll, and Mary Althof, served as secretary.

Members in attendance: Matthew Carroll, Jess Farlow, Hal Gilpin, Erin Murphy, Caitlin Oponski and Helen Schamberger

Members not in attendance: Merri Berlage, Sharon Cholewinski and Annette McLane

CVB Staff in attendance: Katherine Walker and Mary Althof

Guests in attendance: Betty Roliardi

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

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

Approval of minutes: *Motion:* Moved by Helen Schamberger, and seconded by Jess Farlow to approve the minutes of the July 29, 2014 meeting. **Motion carried.**

Officers' reports:

Chairperson: Matthew Carroll commented on Galena's Main Street being featured in Parade Magazine as #6 of the Top 10 Main Streets. Carroll also stated that he had contacted P. Carter Newton at the Galena Gazette and did a piece on volunteerism that will be published soon. Carroll called for discussion on forming a new ad hoc committee to combine the Visitor Services committee and the Sales & Marketing committee. It was the consensus of the board to not form a new ad hoc committee at this time.

Vice Chairperson: No report.

Board and committee reports:

Sales & Marketing: Hal Gilpin commented that Randy McDaniels of McDaniels Marketing was at the last committee meeting with the final draft of the FY15 Marketing Plan. *Motion:* Moved by Hal Gilpin, and seconded by Jess Farlow to approve the FY15 marketing plan as presented. **Motion carried.**

Galena Triathlon/Duathlon: Matthew Carroll informed the board that registration for the 20th annual Triathlon & Duathlon is now open. The cost is \$71 which is a \$20 discount for early registration. Hal Gilpin requested that the board be given a recap each month on how the numbers are tracking for both the Lead Rush Half Marathon and the Triathlon.

Joint Merger Committee: Hal Gilpin stated he attended the Galena City Council meeting two weeks ago and that the letter we sent to them was never brought up. Nor was it brought up at the VisitGalena meeting. After the meeting was adjourned, Chris Hamilton approached Gilpin and asked if they could meet. That meeting took place this afternoon. Hamilton informed Gilpin that VisitGalena now has a balanced budget and that they would like to follow the Open Meetings Act and be more transparent. Hamilton's vision is to combine all the organizations in the community into one.

Visitor Services Committee: Erin Murphy stated that the Visitor Services Committee met last week in Stockton. There were a lot of good ideas flowing. The Visitor Services committee will meet again on Tuesday, August 26, 2014 at 1:00 p.m. in Elizabeth to further discuss a plan to service the County.

Unfinished business:

Katherine Walker made the changes to the budget that the board approved at the last board meeting. *Motion:* Moved by Jess Farlow, and seconded by Caitlin Oponski to approve the FY2015 Budget as presented to achieve a balanced budget. **Motion carried.**

New business:

- Marketing Partnership Grant: *Motion:* Moved by Hal Gilpin, and seconded by Erin Murphy to approve the Marketing Partnership Grant as presented. **Motion carried.**
- New Visitor Guide Printing Bids: *Motion:* Moved by Hal Gilpin, and seconded by Helen Schamberger to approve the CVB staff recommendation to accept the bid of \$25,846.65 from RR Donnelley in Warrenville, IL for 80,000 copies of the 60-page 2014 Visitors Guide. **Motion carried.**

Announcements:

Katherine Walker commented that we have narrowed the field to two candidates for the Social Media Specialist position. That candidate has gone for their background check. The tentative start date will be on Tuesday, September 2, 2014.

Public Comments:

Betty Roliardi commented on Seth Meyers talking about Galena on *Late Night with Seth Meyers*.

Adjournment: *Motion:* Moved by Jess Farlow, and seconded by Hal Gilpin to adjourn the meeting. **Motion carried.** The meeting was adjourned at 7:07 p.m.

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

September 18, 2014
Date of approval