



MINUTES of the Galena/Jo Daviess County Convention & Visitors Bureau
Meeting date: Thursday, August 20, 2015

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, August 20, 2015. The meeting convened at 10:02 a.m. Hal Gilpin served as chairperson and Celestino Ruffini served as secretary.

Members in attendance: Matthew Carroll, Jess Farlow, Hal Gilpin, Robert Mahan and Helen Schamberger.

Members not in attendance: Douglas Mahan and Caitlin Williams.

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

Guests in attendance: None.

Welcome and Introductions: None.

Public Comments: None.

Approval of minutes: Motion was made by Helen Schamberger and seconded to approve the minutes of the June 18, 2015 meeting. **Motion carried.**

Unfinished business: None.

New business:

Discussion on marketing agency request for proposal responses

Committee members and staff provided their top five marketing agency choices and all of the feedback was used to narrow the list to the top six responses. Open discussion regarding pricing, creativity, destination fit, experience and quality of the proposals took place.

Motion: Moved by Hal Gilpin to recommend McDaniels Marketing, McKenzie Wagner and Zizzo Group to provide full presentations to the CVB Board of Directors at their September meeting.

Motion carried.

Discussion on creation of a GeoTour

Ruffini provided background on Geocaching as an activity and what a GeoTour project would entail. The committee discussed at length the benefits and drawbacks to having CVB staff involved in the management of a GeoTour, as well as the financial commitment it would take. Committee

directed CVB staff to be supportive of any individual or community that wants to develop Geocaching as an attraction, but to not become a sole organization in charge of a GeoTour.

Discussion on possible new members for sales & marketing committee

Walker provided resumes from four individuals who have expressed an interest in serving on the committee. Statements of interest and resumes were received from Amy Laskye, Colin Sanderson, Betty Roliardi and Terry McGovern.

Motion: Moved by Jess Farlow to recommend that Amy Laskye, Colin Sanderson, Betty Roliardi and Terry McGovern all join the sales & marketing committee. **Motion carried.**

Discussion on occupancy report

Walker noted that the highest number of responses from lodging properties is being received currently. Schamberger and Gilpin stressed that the form needs to be further incorporated into the hotel/motel tax reporting process on a monthly basis. Walker agreed to speak further with the county treasurer's office.

Discussion on *Enjoy* magazine

Walker commented on how the Illinois Office of Tourism is no longer printing a statewide travel guide, rather printing two seasonal *Enjoy* magazines. Ruffini mentioned how this media buy would fall into the FY16 marketing plan beginning in December.

Motion: Moved by Matthew Carroll to recommend that a full page ad buy be made in both issues of *Enjoy* magazine in 2016. **Motion carried.**

Discussion on changing the date of the Sales & Marketing committee October meeting

Walker explained that she would be out of the area attending a conference in October and requested a meeting date change.

Motion: Moved by Helen Schamberger to move the October sales & marketing committee meeting date to October 22, 2015. **Motion carried.**

Announcements: Ruffini and Kaage reviewed and answered questions regarding the monthly marketing data. Walker invited everyone to attend a farewell reception for Ruffini on August 27.

Public Comments: None.

Adjournment: The meeting was adjourned at 11:30 a.m.

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

August 25, 2015
Date of approval