



MINUTES of Galena/Jo Daviess County Convention & Visitors Bureau

Meeting date: Thursday, September 18, 2014

Call to order: A Board meeting of the Galena/Jo Daviess County Convention & Visitors Bureau, was held at the Jo Daviess County Board Room, Galena, IL on Thursday, September 18, 2014. The meeting convened at 12:00 noon. Chairperson Matthew Carroll, and Celestino Ruffini, served as secretary.

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

Members not in attendance: Annette McLane

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

Guests in attendance: Terry McGovern, Randy Pepin, Betty Roliardi, Joe Taylor and Molly Otting Carlson

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

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

Approval of minutes: *Motion:* Moved by Erin Murphy, and seconded by Jess Farlow to approve the minutes of the August 18, 2014 meeting. **Motion carried.**

Visitor Services Presentation:

Joe Taylor, President of the Quad Cities Convention & Visitors Bureau and Molly Otting Carlson, Vice President of Destination Development made a presentation on services for the visitor. They spoke about decentralizing services. Their mobile unit is a Chevy Traverse. They have 9 kiosks or Tourist Assistance Portals with locations including the Isle of Capri, the Airport and the I Wireless Center. They operate physical centers as well.

Officers' reports:

Chairperson: Matthew Carroll announced the resignation of Annette McLane. *Motion:* Moved by Jess Farlow, and seconded by Sharon Cholewinski to accept the resignation of Annette McLane from the board.

Motion carried.

Vice Chairperson: Hal Gilpin gave an update on Visit Galena's meeting. They are posting the general meeting dates. Tim Althaus has resigned from their board and they asked Colin Sanderson to join theirs. They had 60% occupancy in July.

Board and committee reports:

Sales & Marketing: Gilpin's sales and marketing report mentioned the design change from a visitors guide to an activity guide based on the Roger Brooks model. McDaniels submitted a new cost estimate for the activity guide. It is an allocation change of dollars in the budget. Video will be put on the back burner and those funds used for the design increase of the activity guide. *Motion:* Moved by Hal Gilpin, and seconded by Sharon Cholewinski to reallocate the dollars necessary from video production as optional to activity guide design.

Motion carried.

Motion: Moved by Hal Gilpin, and seconded by Helen Schamberger that the contract with McDaniels be approved pending approval from John Hay's office of States Attorney. **Motion carried.**

Events: Matthew Carroll reported there were 102 registered for the Lead Rush. Erin Murphy said that Buncombe was approved for the winning t-shirt bid. Last year the low bidder, who was also the low bidder this year did not meet the contract last year. Since Buncombe was the next lowest bidder, the recommendation was to go with them. They have discussed having a potential cap of 500 shirts and will decide at the next meeting on quantity. They are also looking at a food sponsor for the Lead Rush to help reduce costs.

Visitor Services Committee: Erin Murphy reported that Visitor Services minutes are in the packet. Stockton Strong held a meeting this past Tuesday. Discussion surrounded the type of visitor services that should be offered. Katherine Walker was directed to get cost estimates on kiosks. *Motion:* Moved by Sharon Cholewinski, and seconded by Hal Gilpin to move forward with cost investigation for vehicles and kiosks.

Motion carried. Caitlin Oponski left the meeting for a prior commitment. One bid had been received for race management of the Triathlon from Lakeshore. The plan is to rebid for race management based on different numbers of athletes registered. Helen Schamberger encouraged a goal of 250 registered and the possibility of a kids race.

Unfinished business:

There was no action on unfinished business at this time.

New business:

There was no action on new business at this time.

Announcements:

Erin Murphy mentioned the upcoming Mallardfest. Betsy Kaage explained plans for the Halloween parade and looking for involvement.

Public Comments:

Randy Pepin urged a four wall visitor center and the mayors of the area support a facility in Stockton. Mark Moran and Terry Renner have opted out of any discussion as has Hanover. Erin Murphy said that Hanover doesn't want to make a decision until the CVB Board decides on their direction. Randy passed out a drawing of what the center might look like.

Adjournment: *Motion:* Moved by Erin Murphy, and seconded by Helen Schamberger to adjourn the meeting.

Motion carried. The meeting was adjourned at 1:50 p.m. to go into closed session.

Katherine Walker
Executive Director/Secretary
Galena/Jo Daviess County Convention & Visitors Bureau

October 28,2014
Date of approval