



## **MINUTES of Galena/Jo Daviess County Convention & Visitors Bureau**

**Meeting date: Tuesday, October 28, 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, October 28, 2014. The meeting convened at 6:03 p.m., Chair Matthew Carroll, and Lori Kinnaman, served as secretary.

**Members in attendance:** Matthew Carroll, Sharon Cholewinski, Jess Farlow, Hal Gilpin (entered at 6:50 p.m.), Erin Murphy, Helen Schamberger and Caitlin Oponski.

**Members not in attendance:** Merri Berlage

**CVB Staff in attendance:** Katherine Walker, Betsy Kaage and Lori Kinnaman

**Guests in attendance:** Randy McDaniels, Betty Roliardi, Randy Pepin, Terry McGovern and Patrick Frese

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

**Public Comments:** Randy Pepin, Stockton Strong, asked for consideration in placing a visitor center in Stockton.

**Approval of minutes:** *Motion:* Motion moved by Helen Schamberger, and seconded by Sharon Cholewinski to approve the minutes of the September 18, 2014 meeting. **Motion carried.**

*Motion:* Motion moved by Jess Farlow, and seconded by Helen Schamberger to approve the minutes of the September 19, 2014 special meeting. **Motion carried.**

### **Officers' reports:**

Chair: Matthew Carroll welcomed Lori Kinnaman as Administrative Assistant and Betsy Kaage as the Social Media Specialist for the CVB. Matthew also thanked Mary Althof for her years of service as the Administrative Assistant for the CVB. He commented on the success of the Halloween Parade and the photo shoot that took place earlier that day. Matthew stated that he

received an email from Dan Reimer, County Administrator, with the totals of the Hotel/Motel tax thru August 2014. He stated that the totals were up by 13%.

Vice Chairperson: No report.

**Board and committee reports:**

**Sales & Marketing:** Katherine Walker asked if Randy McDaniels of McDaniels Marketing Communications had any comments. He stated that the marketing plan for 2015 was approved and they are moving forward with that plan. They are pulling the photos from last winter for the first quarter and should have that finalized in a couple of weeks. They are working on options for promoting the triathlon. Helen Schamberger asked if any photos from September and October festivals could be used for the guide. Randy stated he would encourage Betsy Kaage to take the photos for those events for social media. He will work closely with Betsy on that. Katherine Walker stated that she spoke with Roger Carmack, Regional Director, for a statewide golf guide cover to be more representative of the entire golfing community instead of just one area. She stated that we may go back to the original ad concept and price. Erin Murphy questioned Randy McDaniels about the contract for the marketing plan concerning the Triathlon and Lead Rush Marathon. She asked if he places those ads. Randy stated that he has placed some ads on the same sites as he has in the past and some new ones for this year.

**Events:** Erin Murphy stated that the enrollment for the Lead Rush Marathon is now up to 227 paid participants. She expects more on the day of the race. Matthew Carroll asked Erin Murphy about the plans for the triathlon. Erin stated that there was not a quorum at the last meeting so they do not have a signed contract with Lakeshore Athletic Services for the race. Erin Murphy asked for another committee meeting to further discuss the plans for the Triathlon. Caitlin Oponski asked if discounts were ever offered to returning athletes. Matthew Carroll agreed that the events committee needs to brainstorm and empower someone to keep looking in to it. *Hal Gilpin arrived.*

**Visitor Service Committee:** Erin Murphy stated that they have not had a meeting yet. Helen Schamberger stated that at the last committee meeting they asked the CVB Staff for direction and bring their ideas back to the committee. Erin Murphy asked for a Visitor Service Committee meeting to be scheduled. Helen Schamberger asked Katherine Walker for options to be presented to them. There was some discussion on the need for another building and other options for visitor services. Hal Gilpin stated that they need to focus on prioritizing the need for a building, kiosk

and mobile. And the need for a responsive website with an interactive activities guide. **No**

**Action**

**Unfinished business:** No unfinished business

**New business:** Matthew Carroll discussed a future meeting with the CVB Chair, Visit Galena and government bodies. Matthew is asking for approval from the board. *Motion:* Moved by Jess Farlow, and seconded by Hal Gilpin. **Motion carried.**

Matthew Carroll stated there was nothing for a closed sessions. A discussion was made about changing the dates for the next CVB board meeting due to the upcoming holidays. An agreement was made to change the November 25th meeting to November 18 and cancel the December meeting.

**Announcements:** No announcements

**Public Comments:** Randy Pepin thanked the board for their consideration.

**Adjournment:** *Motion:* Moved by Jess Farlow, and seconded by Sharon Cholewinski to adjourn the meeting. **Motion carried.** The meeting was adjourned at 7:16 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

November 18, 2014

Date of Approval