



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for Retreat Meeting
DeSoto House Hotel @ 9:00 a.m.
April 15, 2015

Call to order: Meeting was called to order by Chair Matthew Carroll at 9:36 a.m.

Roll Call Present:

CVB Board Members

- Matthew Carroll
- Jess Farlow
- Erin Murphy
- Caitlin Oponski
- Sharon Cholewinski
- Helen Schamberger
- Hal Gilpin
- Robert Mahan
- Merri Berlage / JDC Board Member

Staff

- Katherine Walker, Executive Director
- Celestino Ruffini, Sales & Marketing Director
- Lori Kinnaman, Administrative Assistant
- Betsy Kaage, Social Media Specialist
- Melosa Belger, Events Coordinator

Guests in attendance. Diane Bausman, Keith Rahe and Mr. & Mrs. Joe Taylor

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

Public Comments. None

Guest Speakers.

Diane Bausman, Executive Director for Blackhawk Waterways CVB introduced herself and talked about how she promotes her region. Her region includes Carroll, Lee, Ogle and Whiteside Counties. She is a 501(c)6 not for profit. Her board is made up of 16 members. Diane listed and described the attractions in her region. The website is the number one source of information to her region. Her yearly budget is \$285,000 with two employees. There are eight

taxing bodies that she pulls from. The board thanked Diane for attending and speaking with them.

Keith Rahe, President and CEO of the Dubuque Area CVB spoke next. Keith introduced himself and detailed his 27 year career in tourism and tourism related fields. He stated that his organization broke away from the chamber and has been on their own for two years. He introduced his organizational chart, with a nine person board of directors, 25 person advisory committee and his staff of five full time employees and part time welcome center employees. Keith stated that his marketing budget is \$350,000 a year. They market Dubuque County as a whole. They receive Hotel/Motel Tax from the City of Dubuque and a stipend from the County Supervisor's Office. His payroll is 38% of his budget and his yearly budget is \$1.2 million. The board thanked Keith for attending and speaking with them.

Next to speak was Joe Taylor, President and CEO of the Quad Cities CVB. The CVB is celebrating 25 years this year. They were formed in 1990 as a result of a merger of three CVB's in the Quad Cities. The Bureau is a 501(c)6 . They are affiliated with other organizations, such as a foundation called the 'Friends of the Quad Cities' that is considered a 501(c)3. They have a 14 member board of directors and 12 full time staff in four departments. He stated that they are decentralizing their visitor centers. They have a partnership with area businesses for satellite visitor information services. The board thanked Joe for attending and speaking with them.

New business.

Matthew Carroll moved the discussion of a Listening Tour to the April 28, 2015 regular board meeting.

Discussion followed on the Action Plan.

Motion: Moved by Hal Gilpin to do a temporary fix to the waterworks building next year not to exceed \$25,000. Second by Sharon Cholewinski. **Motion passed with all ayes.**

Motion: Moved by Hal Gilpin to draft a letter to the State of Illinois concerning the overlook. Second by Sharon Cholewinski. **Motion passed with all ayes.**

Motion: Moved by Helen Schamberger to explore the possibility of other existing locations for the CVB Office. Second by Sharon Cholewinski. **Motion passed with all ayes.**

Public Comments. None

Adjournment.

Motion: Moved by Jess Farlow, *Seconded:* by Sharon Chollowinski to adjourn the meeting.

Motion carried. The meeting was adjourned at 3:02 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

April 28, 2015

Date of Approval