

DRAFT: These minutes are not the official record until final approval at the next committee meeting and all minutes may be changed until officially approved.



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for Sales & Marketing Meeting
Ramada Inn, Galena IL @ 11:00 a.m.
April 21, 2016

Call to order: Meeting was called to order by Betty Roliardi at 11:00 a.m.

Roll Call Present:

Committee Members

- Hal Gilpin
- Jess Farlow
- Helen Schamberger
- Matthew Carroll
- Betsy Achett
- Amy Laskye
- Terry McGovern
- Betty Roliardi
- Colin Sanderson

Staff

- Katherine Walker, Executive Director
- Jeff Graack, Sales & Marketing Director
- Lori Kinnaman, Administrative Assistant
- Betsy Kaage, Social Media Specialist

Others in Attendance; None

Approval of Minutes

Motion: Moved by Jess Farlow to approve the minutes from the March 17, 2016 Sales & Marketing meeting. Second by Helen Schamberger. **Motion carried**

Unfinished Business

The committee reviewed the draft of the antique trail brochure presented by Betsy Kaage. The link for the guide is available on the website. The guide has six trails with an interactive map. The map was all done in house by staff.

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Jess Farlow asked why the page view numbers in March of 2015 were higher than the numbers for 2016. The staff stated that the numbers were higher last year due to the train derailment.

Helen Schamberger asked if we are members of the Star Report. Colin Sanderson explained the report to the committee. The committee discussed reports available to monitor occupancy in the county.

New Business

No new business to report.

Staff Updates

Jeff Graack, Sales & Marketing Director informed the committee of the staff updates. Jeff reported on the ISAE networking event and an upcoming luncheon in Springfield. He stated that he has added a new banner ad to the ISAE website. He stated that he was on a conference call with Tour Illinois concerning motorcoach visits. He and Katherine are attending the ICCVB meeting scheduled for May. A FAM group from Virgin Atlantic will bring ten people from the UK on Friday, April 29 for an overnight stay. A German media group and photographer will be arriving in May to feature the county. A Japanese group will arrive in June.

Four segments were shot by KGAN out of Cedar Rapids for a series called "Road Trippin." A promotion from a radio station from Madison is beginning next week.

Jeff thanked Betsy for the great job done on the Antique Trail Guide.

He reported on the press releases. He is planning on 26 press releases for the year based on the major events in the county. He talked about the "Girlfriend Getaway" giveaway that has 3,850 entries. He then discussed the update on the website.

Committee Comments

Betty Roliardi stated that it would be nice to be able to attract the Gold Wing Riders.

Public Comments

None

Adjournment

Motion: Moved by Jess Farlow. *Second:* by Colin Sanderson to adjourn the meeting. **Motion carried.** The meeting was adjourned at 12:00 pm.

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Betsy Kaage

Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

Date of Approval

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