



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for CVB Board Meeting
Jo Daviess County Courthouse, Galena IL @ 6:00 p.m.
August 25, 2015

Call to order: Meeting was called to order by Hal Gilpin at 6:04 p.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 Munholland, Events Coordinator

Guest in Attendance.

Terry McGovern, Katie Deveraux

Public Comments.

Terry McGovern thanked the board on behalf of the Northwest IL Art Festival that was held in Stockton. She stated that it was a success and they plan to hold the event again next year.

Approval of Minutes

Motion: Moved by Matthew Carroll to approve the minutes from the July 28, 2015 CVB Board Meeting. Second by Jess Farlow. **Motion carried**

Committee & Meeting Reports.

Sales & Marketing

Motion; Moved by Robert Mahan, Second by Jess Farlow for approval to invite McDaniel's Marketing, McKenzie Wagner and Zizzo Group for a full presentation of their marketing agency to the next CVB Board Meeting on September 29 at 5 p.m. **Motion carried by voice vote.**

Motion; Moved by Jess Farlow, Second by Matthew Carroll for approval to invite McDaniel's Marketing, McKenzie Wagner, Time Zone One and Zizzo Group for a full presentation of their website development to a Special CVB Board Meeting on September 29 at 11 a.m. **Motion carried by voice vote.**

Motion; Moved by Jess Farlow, Second by Matthew Carroll to approve a full page ad in Enjoy Magazine for the Spring/Summer and Fall/Winter issues in the amount of \$15,766. **Motion carried by voice vote.**

Motion; Moved by Jess Farlow, Second by Matthew Carroll to recommend adding Amy Laskye of Stockton, Terry McGovern of Galena, Betty Roliardi of Hanover and Colin Sanderson of Naperville to the Sales & Marketing Committee. **Motion carried by voice vote.**

Event Planning

Matthew Carroll stated that they have not met but he has spoken with Melosa Munholland, Events Coordinator, and the registration of participants for the Lead Rush Half Marathon has increased.

Visitor Services

No report from this committee.

Community Outreach

Robert Mahan reported on the meeting that was held in East Dubuque, August 5, 2015. (See minutes from the August 5, 2015 meeting.) The next meeting will be held in Stockton on September 2 at Stella's Café at 6 p.m.

Ad Hoc

No report from this committee.

Unfinished Business.

Motion; Moved by Matthew Carroll, Second by Jess Farlow to approve the FY2016 budget. **Motion carried by voice vote.**

New Business.

The board was reminded that three board member's seats will expire in November 2015. Merri Berlage asked if the election process will be open for all interested parties. Hal Gilpin stated that it would be.

Motion; Moved by Merri Berlage, Second by Erin Murphy to accept the resignation of Caitlin Williams with regret. **Motion carried by voice vote.**

Board Member Comments.

Merri Berlage stated that the process is moving forward for the joint committee with the City of Galena.

The board thanked Celestino Ruffini for his years with the Galena/Jo Daviess County CVB as the Director of Sales & Marketing and wished him luck in his new position as the Executive Director of Tourism in Beloit WI.

Public Comments.

Celestino Ruffini thanked the board and all of his past and present co-workers for their guidance and support and he stated that he was looking forward to his new opportunity and welcomed the board to visit and say hello.

Adjournment.

Motion: Moved by Jess Farlow. *Second:* by Matthew Carroll to adjourn the meeting. **Motion carried.** The meeting was adjourned at 6:31 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

September 29, 2015

Date of Approval