



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for Sales & Marketing Meeting
Country Inn & Suites, Stockton IL @ 11:00 a.m.
February 18, 2016

Call to order: Meeting was called to order by Helen Schamberger 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; Judy VenHuizen

Approval of Minutes

Motion: Moved by Terry McGovern to approve the minutes from the December 17, 2015 Sales & Marketing meeting. Second by Colin Sanderson. **Motion carried**

Unfinished Business

The committee reviewed the proposed new logos. The committee favored the second of the two logos.

New Business

The committee discussed the Event Investment Program. Katherine Walker spoke of several groups that were interested in applying for the program. Katherine stated that the goal is to foster development of new events.

The committee discussed the conversations that came from the overlook meetings. The committee was reminded of a networking reception that will be held at Charlie’s Place in Hanover on March 3rd at 4:30.

Staff Updates

Jeff Graack, Sales & Marketing Director informed the committee of the status of the basic services program. The staff then reviewed the process for sweepstakes and possibly adding a monthly sweepstakes.

Committee Comments

Amy Laskye stated that she is a member of the All River Road Talent. She asked for help to promote a map of a scenic art drive that denotes the local artist in the county and on the great river road.

Terry McGovern stated that the Northwest IL Art fest is beating expectations of what they were hoping for. They have added the jazz fest and the barbeque cook off is adding a business category.

Colin Sanderson asked Jeff for a recap of the sales that has been done for the month in a monthly report.

The committee discussed changing the date of the next meeting to Wednesday, March 16.

Public Comments

None

Adjournment

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

Betsy Kaage

Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

March 17, 2016

Date of Approval

