



**Galena/Jo Daviess County Convention & Visitors Bureau**

**Minutes for Meeting**

**DeSoto House Hotel at 6:00 p.m.**

**February 24, 2015**

**Call to order:** Meeting was called to order by Chair Matthew Carroll at 5:59 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 Belger, Events Coordinator

**Guests in attendance.** Terry McGovern, Wendy Heiken, Phil Aleo, Katie Murphy and Katie Devereaux, Katherine Rivera

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

**Public Comments.** None

**Presentation.**

Randy McDaniel from McDaniel's Marketing made a presentation of the winter campaign and current promotions along with the 2015 activity guide.

**New Board Member.**

*Motion:* Moved by Jess Farlow to appoint Robert Mahan to fill the vacancy of the CVB Board of Director's seat. *Second:* Moved by Hal Gilpin. **Motion carried**

## **Approval of Minutes.**

*Motion:* Moved by Merri Berlage to approve the minutes for the January 27, 2015 CVB Board Meeting. *Second:* by Hal Gilpin. The motion carried by voice vote.

*Motion:* Moved by Merri Berlage to approve the minutes for the February 5, 2015 Special CVB Board Meeting. *Second:* by Sharon Cholewinski. **Motion carried**

## **Reports of Officers.**

Chair:

Matthew Carroll appointed Robert Mahan to the Sales & Marketing and Ad Hoc Committees.

Vice Chair:

No Report

## **Committee Reports.**

Sales & Marketing:

Hal Gilpin reported that they discussed adding a tab on the website that includes all the activities for all the communities in the county.

Ad Hoc:

*Motion:* Moved by Hal Gilpin because of time we move item 11c below item 11f or g. *Second:* by Sharon Cholewinski. **Motion carried**

*Motion:* Moved by Merri Berlage, Should the two parties, CVB and VisitGalena, come together as one marketing organization at any time prior to or during this agreement the contract would be re-negotiated between the city of Galena and the new marketing organization. *Second:* by Hal Gilpin. **Motion carried**

Helen Schamberger suggested that wording be added to the clause in the agreement between the CVB and the city of Galena addressing the tax dollars collected by the city to state that the 10 percent kept by the city is to be used in pursuant of the state statutes.

*Motion:* Moved by Hal Gilpin, If we're all in agreement with those changes then the next step would be to take this to the States Attorney for review. *Second:* Helen Schamberger. Erin Murphy asked what the intent of the agreement plan was. She asked that the motion be amended to state the intent.

The motion was amended by Hal Gilpin to say, We move forward with the proposed contract to the city of Galena in anticipation of the proposed RFP plan for marketing. *Second:* by Helen Schamberger. **Amended motion carried.**

*Motion:* Moved by Hal Gilpin, We move forward with the proposed contract to the city of Galena in anticipation of the proposed RFP plan for marketing. *Second:* by Helen Schamberger. **Motion carried**

Merri Berlage asked who would take the proposal to the State's Attorney. Katherine Walker stated that the CVB staff will.

*Motion:* Moved by Erin Murphy, To go forward with the One Voice Action Plan with the changes that are highlighted. *Second:* Jess Farlow.

Merri Berlage left the meeting at 7:13 p.m.

Discussion followed as to who would take the plan forward. Erin suggested that the motion be amended to include who that would be.

The motion was amended by Erin Murphy to say, That we go forward with the One Voice Action Plan with the amendment shown with the CVB Chair and Director presenting to the Chair and Director of VisitGalena within thirty days. *Second:* by Sharon Cholewinski. **Amended motion carried.**

*Motion:* Moved by Erin Murphy, That we go forward with the One Voice Action Plan with the amendment shown with the CVB Chair and Director presenting to the Chair and Director of VisitGalena within thirty days. *Second:* by Sharon Cholewinski. **Motion carried.**

Jess Farlow stated that the best thing to do right now was to disregard the 501(c) 6 discussion and have the two entities discuss it together.

#### **New business.**

Phil Aleo presented photos from his book 'Galena, Illinois The Town That Time Forgot'. Mr. Aleo asked for permission to use the photos from the CVB pdf files for his book.

*Motion:* Moved by Jess Farlow to allow Phil Aleo to use the photographs pdf's from our website for his book, subject to review by the State's Attorney. *Second:* Helen Schamberger.

#### **Motion carried.**

Phil Aleo also asked if the CVB Board would consider sponsoring his book.

The date was set for the next CVB retreat on Monday, March 23 2015 at 9 a.m.. Location has not been determined.

**Public Comments.**

Katie Murphy, President and CEO of the Galena Chamber, asked if the One Voice Action Plan would be made available for the chamber board. Hal Gilpin suggested that she contact Katherine Walker for a copy.

Katherine Rivera, Galena Chamber, asked if the meeting between the directors and chairs would be public. Hal Gilpin stated that a quorum would not be present, so the meeting would not be made public.

**Adjournment.**

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

**Motion carried.** The meeting was adjourned at 7:45 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

March 31, 2015

Date of Approval