



Galena/Jo Daviess County Convention & Visitors Bureau

Minutes for Meeting

JDC Courthouse @ 5:30 p.m.

March 31, 2015

Call to order: Meeting was called to order by Chair Matthew Carroll at 5:30 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. Katie Devereaux, Tammy Trebian and Mike Dittmar

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

Public Comments. None

Approval of Minutes.

Motion: Moved by Merri Berlage to approve the minutes for the February 24, 2015 CVB Board Meeting. *Second:* by Jess Farlow. The motion carried by voice vote.

Reports of Officers.

Chair: No Report
Vice Chair: No Report

Committee Reports.

Sales & Marketing: Hal Gilpin stated that he spoke to Celestino Ruffini concerning the publicity as a result of the recent train derailment and the estimated value was \$2.9 million. Katherine Walker added that the total reach of people was 5.2 billion through internet, news media and national coverage.

Motion: Moved by Hal Gilpin to accept the bid proposal from Cision for \$11,800 which would include marketing and social media tracking. Second by Helen Schamberger. **The motion carried by voice vote.**

Motion: Moved by Hal Gilpin to appoint Douglas Mahan to the Sales and Marketing Committee. Second by Jess Farlow. **The motion carried by voice vote.** With full board approval, Matthew Carroll appointed Douglas Mahan to the Sales and Marketing Committee.

Motion: Moved by Hal Gilpin to do a RFP for the marketing contract for a two year commitment with two (1) year extensions. Second by Jess Farlow. **The motion carried by voice vote.**

Events: *Motion*: Moved by Sharon Cholewinski to approve the bid with Russ Stratton Buses in the amount of \$5,220. Amended *Motion*: Moved by Jess Farlow to amend the approval of the Russ Stratton Bus Shuttle Services from \$5,220 to \$5,200. Second by Sharon Cholewinski. **The motion carried by voice vote with a nay vote recorded for Helen Schamberger.**

Motion: Moved by Merri Berlage to accept the bid of \$6.59 per person from Cindy's Classic Catering with a cap of \$5,250 for 795 meals. Second by Hal Gilpin. **The motion carried by voice vote with a nay vote recorded for Helen Schamberger.**

Motion: Moved by Hal Gilpin to approve the agreement between Apple Canyon Lake and the CVB for \$5 per registered athlete and the additional \$1,000 for staffing and materials expense. Second by Sharon Cholewinski. **The motion carried by voice vote with a nay vote recorded for Helen Schamberger.**

Erin Murphy entered the meeting at 5:50 p.m..

Ad Hoc: *Motion*: Moved by Jess Farlow to approve the One Voice (Singular Voice) Proposal from Chris Hamilton and Visit Galena in its intent to have a single destination marketing organization for all of Jo Daviess County with the following condition. Selected directors or all directors of the CVB and Visit Galena meet to discuss and / or negotiate and agree on the Singular Voice Concept structure. Second by Erin Murphy. Discussion followed.

Motion failed with a roll call vote with aye votes recorded for Jess Farlow, Erin Murphy, Matthew Carroll and Helen Schamberger. Nay votes recorded for Merri Berlage, Hal Gilpin, Sharon Cholewinski and Robert Mahan. Aye (4) Nay (4)

Elizabeth Village President, Mike Dittmar, was recognized for public comment during the discussion of the Singular Voice Plan from Visit Galena.

Motion: Moved by Merri Berlage to invite the Visit Galena Board of Directors to sit down with us and discuss the One Voice Proposal within the month. Second by Hal Gilpin.

Motion carried by voice vote.

The board discussed a date and venue for the meeting. Hal Gilpin offered to draft an agenda.

New business.

The board discussed a date for the retreat. A tentative date was set for Tuesday April 14, 2015.

Motion: Moved by Jess Farlow to approve a paid seasonal internship for the administrative office. Second by Sharon Cholewinski. **Motion carried by voice vote.**

Board Member Comments.

Helen Schamberger stated that she was approached by a former county board member and was asked if the CVB could promote publications of the driftless area.

Erin Murphy asked Katherine Walker if any money would be lost from the state grant program. Katherine stated that should be decided at a state meeting the second week of May.

Katherine Walker announced the CVB will be hosting Orbitz and their Travel Editor, Richard Baines, April 29 thru May 3. Also, on May 8 the CVB will host a luncheon to celebrate tourism week and the guest speaker will be Cory Jobe the Office of Tourism Director.

Matthew Carroll stated that Celestino Ruffini brought a FAM group from the United Kingdom to his business today.

Public Comments.

Michael Dittmar, Elizabeth Village President, stated that his town of Elizabeth has collected \$108,000 in sales tax revenue for this year alone, which is \$8,000 over what was collected last year. He feels that it is due to tourism. He encouraged the board members to attend

the chamber meetings. He feels that the board should have more retail and agri-tourism representatives. Mr. Dittmar asked the CVB to make a plan and sell it to the county. He commended the staff for the presentation in Elizabeth.

Adjournment.

Motion: Moved by Jess Farlow, *Seconded:* by Matthew Carroll to adjourn the meeting. **Motion carried.** The meeting was adjourned at 7:06 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

April 28, 2015

Date of Approval