



Galena/Jo Daviess County Convention & Visitors Bureau

Minutes for Meeting

JDC Courthouse @ 6:00 p.m.

May 26, 2015

Call to order: Meeting was called to order by Chair Hal Gilpin at 6:00 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, Brad Petersburg, Tammy Trebian, Lisa Walters, Dan Reimer, Katie Devereaux

Welcome and Introductions. Hal Gilpin welcomed all those in attendance.

Public Comments. None

Approval of Minutes.

Motion: Moved by Jess Farlow to approve the minutes of the April 28, 2015 CVB Board Meeting. Second: by Sharon Cholewinski. **Motion carried.**

Committee Reports.

Sales & Marketing

Hal Gilpin described the new occupancy lodging form designed to track the lodging percentages. Some discussion followed on how the form will be distributed and how often it should be completed.

Hal Gilpin talked about a plan to expand the size of the Sales & Marketing Committee to eleven members. *Motion:* Moved by Matthew Carroll to increase the Sales & Marketing Committee to eleven members. Second: by Helen Schamberger. Robert Mahan asked how the invitation would be advertised. Hal Gilpin stated that it would be advertised in the Gazette. Erin Murphy also suggested that the communities be contacted directly. **Motion carried.**

Event Planning

Matthew Carroll stated that 645 athletes registered for the Triathlon/Duathlon and 485 participated. The preliminary budget reflects an approximate loss of just under \$300. Helen Schamberger suggested that if the CVB is not interested in doing the race in 2016 that they look for someone else to take it over. Jess Farlow agreed.

Visitor Services

Erin Murphy had nothing to report.

Community Outreach & Education

Robert Mahan stated that they will be meeting the first Wednesday of each month. They will rotate the locations. He urged each CVB Board Member to join the meeting when in their area. Merri Berlage asked for a copy of the schedule.

Joint Merger Ad-Hoc

Hal Gilpin had nothing to report.

New business.

Motion: Moved by Jess Farlow to approve a RFP for a Marketing Agency for one year with a possible one year extension, pending a review from the States Attorney. Second by Sharon Cholewinski. Erin Murphy asked if a RFP would be put out for a responsive website. She suggested that both be put out at the same time. Katherine Walker stated that she would work on developing the responsive website RFP. The board agreed that the RFP for a Marketing Agency should be approved now. **Motion carried.**

A consideration of a request for monetary sponsorship for the Northwest Illinois Art Fair was discussed. Terry McGovern stated that they have 29 committed artist, sanctioned barbeque, downtown mural painting, a brewery and a possible winery. This would be the first year for the event. Merri Berlage asked if she has made a request of other businesses. Terry McGovern said that they have requested money from the chamber, Stockton Park Board and the Village of Stockton. Helen Schamberger asked if the advertising would be targeted outside a fifty mile radius. Terry stated that is their intent. Hal Gilpin asked that if the grant is approved he would like a recap of the event.

Motion: Moved by Helen Schamberger to allow Stockton \$1,000.00 for the art fair with a stipulation that the money be spent outside a fifty mile radius. Second by Jess Farlow. Merri Berlage reminded the board that the money was not budgeted for this year. The board discussed planning for future request and an application process.

Motion: Moved by Merri Berlage to amend the motion if there are any further proposals for the rest of the year that it only be for new events. Second by Matthew Carroll. **Amended motion carried.**

Motion: To allow Stockton \$1,000.00 for the art fair with a stipulation that the money be spent outside a fifty mile radius and if there are any further proposals for the rest of the year that it only be for new events. **Motion carried.**

Hal Gilpin asked Terry McGovern to include the CVB logo in the advertising.

Board Member Comments.

Erin Murphy asked what the status is on a Parent Committee. Katherine Walker stated that there is more information needed from the States Attorney.

Merri Berlage asked if they are getting their payback from the regional dues. She asked about the fee for Facebook. She then handed out a resolution that came out of the special board meeting.

Robert Mahan asked if the name of the Joint Merger Ad-Hoc Committee be renamed because he has been getting questions about the wording. He also stated that he is in full support of all the people who signed the resolution.

Public Comments.

Terry McGovern asked the board to consider moving some of the committee meetings to evenings.

Brad Petersburg, County Board Member, stated that he drafted the resolution that Merri passed out. The resolution supports the singular voice plan with several stipulations. He asked the board to look at the proposal and make a recommendation to the county board.

Tammy Trebian asked why the CVB doesn't already advertise the art festivals. Hal Gilpin stated that the money for the art fair is over and above what the CVB already does.

Adjournment.

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

Motion carried. The meeting was adjourned at 6:56 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

June 30, 2015

Date of Approval