



**Galena/Jo Daviess County Convention & Visitors Bureau**  
**Minutes for Meeting**  
**Jo Daviess County Sheriff's Department at 5:30 p.m.**  
**November 18, 2014**

**Call to order:** Matthew Carroll called the meeting to order at 5:33 p.m.

**Roll Call Present:**

**CVB Board Members**

- Matthew Carroll
- Hal Gilpin
- Jess Farlow
- Erin Murphy
- Caitlin Oponski
- Sharon Cholewinski
- Helen Schamberger

**Staff & County Board Members**

- Merri Berlage, JDC Board Member
- Katherine Walker, Executive Director
- Celestino Ruffini, Marketing Director
- Melosa Belger, Events Coordinator
- Betsy Kaage, Social Media Specialist
- Lori Kinnaman, Administrative Assistant

**Guests in attendance:** Randy Pepin, Terry McGovern, Betty Roliardi and Chris Hamilton.

**Welcome and Introductions:** Matthew Carroll welcomed all those in attendance and introduced the guests in attendance.

**Public Comments:** Randy Pepin, Stockton Strong, felt that the topic of a visitor center needs to be talked about, not what was the old but something new.

**Approval of minutes:** *Motion:* Motion moved by Helen Schamberger, and seconded by Caitlin Oponski to approve the minutes of the October 28, 2014 meeting. **Motion carried.**

**Matthew Carroll** gave a presentation resulting from a meeting of moving forward with Visit Galena, government bodies and himself. He stated that the goal is to present a singular voice for Jo Daviess County. Looking at a concept that replaces both of the existing entities.

Visit Galena and CVB board of directors would dissolve and create an entity that contracts with local government to be the official organization for all of Jo Daviess County. The Greater Galena /Jo Daviess County Convention and Visitor's Bureau. Following was a discussion about forming a board and obtaining a 501(c)6.

*Motion:* made by Hal Gilpin to move forward with Visit Galena and government bodies regarding services. *Second:* by Jess Farlow.

Discussion followed on how to form a committee to put together a plan to present to the County Board. *The motion carried by voice vote.*

Jess Farlow left the meeting at this time, 6:30 p.m.

**Officers' reports:**

Chair: Matthew Carroll – No Report at this time.

Vice Chair: Hal Gilpin – No Report at this time.

**Board and committee reports:**

**Sales & Marketing:** Hal Gilpin stated they did not have a quorum at the meeting, so they did not make any final decisions at that time. They did discuss the interactive activities guide and making a priority for the responsive website for next year. **No Action**

**Events:** Matthew Carroll stated that at the last meeting the Marketing Staff presented a logo redesign and a social media push for the triathlon.

*Motion:* Moved by Hal Gilpin to issue a drop-dead date of December 1, 2014 with a total of 267. *Seconded:* By Helen Schamberger. *The motion failed with aye votes from Hal Gilpin, Helen Schamberger and nay votes recorded for Erin Murphy, Matthew Carroll, Sharon Cholewinski and Caitlin Oponski.*

*Motion:* Moved by Caitlin Oponski to issue a drop-dead date of December 25, 2014 with at least 300 registrants. *Seconded:* Sharon Cholweinski. *The motion carried by voice vote with nay vote recorded for Helen Schamberger.*

**Visitor Service Committee:** Erin Murphy stated that at the meeting they discussed visitor's centers, kiosk, Wi-Fi, mobile vehicle and responsive websites.

*Motion:* Moved by Erin Murphy, we will not be purchasing a physical building location solely to use as a visitor's center, which was also a recommendation from the committee. *Seconded:* by Matthew Carroll.

*The motion carried by voice vote with nay vote recorded for Merri Berlage.*

Erin Murphy stated that the second thing that came out of the meeting was the need for Wi-Fi. Hal Gilpin stated that there is a lost opportunity for the visitors to post or tweet at some of these large events and the cities need to add Wi-Fi. Catlain Oponski asked if the mobile vehicle unit could be made a mobile hotspot.

Merri Berlage left the meeting at this time. 6:50 p.m.

*Motion:* Moved by Erin Murphy for a list of priorities for the responsive web site, Wi-Fi throughout the county, mobile vehicle and kiosk. *Second:* by Sharon Cholewinski. No further discussion.

*The motion carried by voice vote.*

**Unfinished business:** No unfinished business

**New business:** Katherine Walker stated that she attended the regional meeting in the Quad Cities. New legislation was introduced under SB3668 for an amendment to the opens meeting act for profit and non-profit tourism organizations who receive public money to the declaration of public bodies.

**Announcements:** *Motion:* Moved by Helen Schamberger to appoint Lori Kinnaman as FOIA officer for 2015. *Second:* by Caitlin Oponski. *The motion carried by voice vote.*

*Motion:* Made by Helen Schamberger to re-appoint Erin Murphy and Hal Gilpin to a 3 year term as CVB Board Members. *Seconded:* by Sharon Cholewinski. *The motion carried by voice vote.*

*Motion:* Moved by Hal Gilpin to approve the proposed meeting dates for FY15. *Seconded:* by Helen Schamberger. *The motion carried by voice vote.*

**Public Comments:** Randy Pepin stated that the communities are not being marketed like they should be in Jo Daviess County and he would like to see a change in the future.

**Adjournment:** *Motion:* Moved by Erin Murphy *Seconded:* by Sharon Cholewinski to adjourn the meeting. **Motion carried.** The meeting was adjourned at 7:28 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

January 27, 2015

Date of Approval