



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for Sales & Marketing Meeting
Elizabeth Municipal Building, Elizabeth IL @ 11:00 a.m.
October 22, 2015

Call to order: Meeting was called to order by Hal Gilpin at 11:08 a.m.

Roll Call Present:

Committee Members

- Hal Gilpin
- Jess Farlow
- Helen Schamberger
- Matthew Carroll
- Robert Mahan
- Douglas Mahan
- Amy Laskye
- Terry McGovern
- Betty Roliardi
- Colin Sanderson (*Entered the meeting at 11:17 a.m.*)

Staff

- Katherine Walker, Executive Director
- Sales & Marketing Director
- Lori Kinnaman, Administrative Assistant
- Betsy Kaage, Social Media Specialist
- Melosa Munholland, Events Coordinator

Public Comments

None

Approval of Minutes

Motion: moved by Helen Schamberger to approve the minutes from the September 17, 2015 Sales & Marketing Committee meeting. Second: by Amy Laskye. **Motion carried.**

New Business.

The committee discussed the occupancy report and the need of continuing the report. Robert Mahan asked what the report is used for. He suggested that they decide what the numbers should be used for. Hal Gilpin suggested that the numbers be collected through the Hotel/Motel Tax Report that is filled out monthly by the properties and returned to the treasurer's department. Hal also suggested a member's only page on the new website to post the end of the year occupancy rates. Robert stated that the numbers are beneficial to find out what the revenue per available room is throughout the year. Katherine Walker said that she will ask for a meeting with the other county departments that help with the licensing and tax collection of the tax. Hal asked Katherine if it is possible to pay the Hotel/Motel Tax online. Katherine stated that she would look in to it.

The committee then discussed the marketing agency contract from McDaniel's Marketing. Robert Mahan stated that the numbers have gone up to \$362,500. The committee looked at the proposal breakdown and suggested that some of what was proposed could be done by the CVB staff. The committee suggested asking Randy McDaniel to attend the next CVB Board Meeting to explain in detail the fees.

Motion: moved by Helen Schamberger to invite McDaniel's Marketing to the next CVB Board Meeting to explain the proposal. Second: by Terry McGovern. **Motion carried.**

Robert Mahan suggested putting together a list of questions for the meeting.

The committee discussed the website development contract from McDaniel's Marketing. Robert Mahan stated that the cost was \$110,500. He questioned the cost of some of the extras and asked if there was value in some of the items. Colin Sanderson asked if they are designing a new website. Katherine Walker stated that Randy called it a refresh on the old website. The committee asked if any of what is in the proposal was being done in-house now. Betsy Kaage answered yes; they are doing some things now such as updates and adding information from the new businesses. Hal Gilpin asked if maintenance could be done by staff. Betsy stated that it could. The committee suggested that Randy explain the contract for the website also.

Motion: moved by Helen Schamberger to invite McDaniel's Marketing to the next CVB Board meeting to explain the redesign of the website. Second: by Amy Laskye. **Motion carried.**

Public Comments.

None

Adjournment.

Motion: Moved by Robert Mahan. *Second:* by Amy Laskye to adjourn the meeting. **Motion carried.** The meeting was adjourned at 12:00 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

December 17, 2015

Date of Approval