



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for Sales & Marketing Meeting
Elizabeth Municipal Building, Elizabeth IL @ 11:00 a.m.
September 17, 2015

Call to order: Meeting was called to order by Hal Gilpin at 11:00 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

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

None

New Business

The board introduced themselves to the new committee members. The new committee members then introduced themselves to the board.

Hal Gilpin reviewed the media research report with the committee. Betsy Kaage reported on the Social Media Report. She also stated that she started using a new twitter application called

Periscope and described how she has used it at several locations in the county. Betsy also mentioned a task that she and Katherine Walker have been working on for the candidates for the Website RFP.

Robert Mahan entered the meeting at this time, 11:24 a.m., a quorum was established.

Helen Schamberger asked what can be done to gain more responses to the weekly occupancy report. Terry McGovern suggested making weekly calls to the property owners. Robert Mahan suggested defining the benefits of the report on the 'News You Can Use' e-blast.

Hal Gilpin requested that the current Hotel/Motel Tax report be included with the Sales & Marketing Packet each month.

Colin Sanderson asked if the goal of the RFP's is to hire the same agency to do both the marketing and the website. Hal Gilpin stated that it would nice but that is not the goal.

Public Comments.

None

Adjournment.

Motion: Moved by Robert Mahan. *Second:* by Jess Farlow to adjourn the meeting. **Motion carried.** The meeting was adjourned at 11:40 a.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

October 22, 2015

Date of Approval