



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for CVB Special Board Meeting
DeSoto House Hotel, Galena IL @ 11:00 a.m.
September 29, 2015

Call to order: Meeting was called to order by Hal Gilpin at 11:04 a.m.

Roll Call Present:

CVB Board Members

- Matthew Carroll
- Jess Farlow
- Erin Murphy
- Vacant
- Sharon Cholewinski
- Helen Schamberger
- Hal Gilpin
- Robert Mahan
- Merri Berlage / JDC Board Member

Staff

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

Guest in Attendance.

Betty Roliardi, Colin Sanderson, McDaniels Marketing Group, McKenzie Wagner Marketing Group, Time Zone One Marketing Group and Zizzo Marketing Group.

Public Comments.

None

New Business.

Randy McDaniel from McDaniel Marketing introduced his creative group and described what their image for the Galena/Jo Daviess County CVB website would look like. They were given 20 minutes to make their presentation.

Colin Sanderson asked Randy how re-targeting comes in to play in what they are proposing. Randy stated that it does in the stand point with the ad agency relationship. They use advertising through a company called Adtegrity and they have seen good results.

Erin Murphy asked who writes the copy for magazines. Randy is proposing that they write the copy. He suggested that it could be done as a quarterly update. The writing for that could be written in the contract.

Katherine Walker stated that the calendar is rather important and if we went with Timely do they have the ability to have just a photo on a date instead of text so the visitor can just click on a photo to bring up the event. Randy stated that they have the ability to show photos from the event after you click on the calendar.

Erin Murphy asked if the quote would include the calendar. Randy stated that it does not include the calendar.

Hal Gilpin stated that he felt it was important to add a members section. He asked Randy if they would be developing it. Randy asked if it would be password protected. Hal stated that it would. Randy stated that they could develop it and would need to look at what that would cost.

Colin Sanderson asked about the interactive home page. He described a page that would map out the whole day. Randy stated that they could do a trip itinerary or an interactive map of the whole county.

Erin Murphy asked if there is a monthly fee. Randy stated that there will be a monthly fee if you add on other services.

Hal Gilpin asked if they could incorporate something like a magazine that would highlight the other communities. Randy suggested that they get stories from some of the locals and incorporate that.

Matthew Carroll asked about target destination apps on a cell phone. Randy stated that if you do the website right you do not need an app.

Chad McKenzie from McKenzie Wagner Inc. introduced his creative group and described what their image for the Galena/Jo Daviess County CVB website would look like. They were given 20 minutes to make their presentation.

Jess Farlow asked what the timing would be from conception to launch and platform of choice. Chad stated that he anticipated it to be about three to six months and his platform of choice would be Drupal.

Hal Gilpin asked if staff would be able to make changes to content. Chad's reply was yes. Hal also asked if there would be a monthly fee. Chad stated that if they were hosting the site there would be a monthly fee. If not, they would only charge if an occasional module would need to be updated.

Katherine Walker asked about the calendar. Chad stated it could account for a calendar.

Ellen Farrar from Time Zone One introduced her creative group and described what their image for the Galena/Jo Daviess County CVB website would look like. They were given 20 minutes to make their presentation.

Hal Gilpin asked how long from start to live. Ellen stated that she would work with staff and businesses for a vision for the new site. She said it would be 31 days. Hal also asked if they have a monthly fee. She offers hosting services that would be an additional charge.

Erin Murphy asked if they do the advertising for Bloomington. Ellen stated that they do not, but they run digital advertising for them. Erin asked if not having both contracts, do you do that with other agencies? Ellen stated yes and that they are good at customizing for the client.

Katherine Walker asked Ellen if they had seminars or did they create a video to teach the members at Bloomington/Normal how to access the back of the website. Ellen stated that they trained the main team and they worked with their members direct.

The board broke for lunch until 1p.m.

Anne Zizzo from Zizzo Group introduced her creative group and described what their image for the Galena/Jo Daviess County CVB website would look like. They were given 20 minutes to make their presentation.

Hal Gilpin asked if they use WordPress or do you build everything from scratch? Leith Johnson replied that they like WordPress and sometimes use Drupal but prefer WordPress.

Katherine Walker asked how long would the process from the beginning to completion be. Leith stated that it usually takes 12 weeks.

Hal Gilpin stated that they are trying to expand mid-week travel.

Jess Farlow asked that they clarify the compensation page on their proposal.

Katherine Walker asked if the video was done in house. Anne stated that they have an in house studio. Katherine asked if they can do the paperwork for a copywrite. Anne stated that they can.

Hal Gilpin appreciated the fact that they included all the other communities in their video.

The board decided to postpone the approval of a website development agency until the next CVB Board Meeting at 5:00 p.m.

Board Member Comments.

None

Public Comments.

None

Adjournment.

Motion: Moved by Jess Farlow. *Second:* by Erin Murphy to adjourn the meeting. **Motion carried.** The meeting was adjourned at 1:35 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

October 27, 2015

Date of Approval