



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for CVB Board Meeting
DeSoto House Hotel, Galena IL @ 5:00 p.m.
September 29, 2015

Call to order: Meeting was called to order by Hal Gilpin at 5:00 p.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, Terry McGovern, Katie Deveraux, McDaniels Marketing Group, McKenzie Wagner Marketing Group and Zizzo Marketing Group.

Public Comments.

None

Approval of Minutes

Motion: Moved by Jess Farlow to move the agenda items six through eight to the end of the meeting. Second by Robert Mahan. **Motion carried**

New Business.

Randy McDaniel from McDaniel Marketing introduced his creative group and described what their ideas would be for the marketing of Galena and Jo Daviess County. They were given 20 minutes to make their presentation.

Hal Gilpin asked if there was a cost to the campaign giveaway idea. Randy stated that they had not put a cost to it.

Robert Mahan asked how much should be focused on the three hour drive versus the six hour drive. Where is your focus? Randy stated that they focused on the western suburbs of Chicago and they have added a few additional markets still three to three and half hours. They are open to doing research at a further distance.

Erin Murphy asked who the top print performers are. Randy stated Madden, Midwest Living and Chicago Magazine. He is not recommending a lot more print. He is recommending more video.

Robert Mahan asked what is under-advertised or under-utilized. Randy suggested the need for more product development.

Erin Murphy asked about the compensation and if that included the new logo. Randy stated that it can. The top end number can include everything. Erin also asked how important the activity guide is. Randy stated that it still has a place, but he thinks the digital guide works very well and you can print fewer guides. Erin asked if the guides are better utilized to get the visitor here or have a guide for the visitor that is already here. Randy stated that they are better for getting them here and apps are taking the place of the guides once they are here.

Hal Gilpin asked if the app can incorporate into the website, like the plan my trip idea that was discussed earlier. Randy stated that you don't necessarily need an app if you have a responsive website.

Chad McKenzie from McKenzie Wagner, Inc. Marketing introduced his creative group and described what their ideas would be for the marketing of Galena and Jo Daviess County. They were given 20 minutes to make their presentation.

Hal Gilpin asked where the focus on media is. Chad stated that print is still a good option. He recommended 60% print to 40% media.

Robert Mahan asked what is under-marketed and what would they focus on. Chad replied with the architecture and the beauty of the land.

Erin Murphy asked about the price of the quarterly on-site photo video shoot, is that per quarter. Chad stated that it is a one-time cost for four photo shoots a year. Erin also asked about the breakdown of print. Chad stated that he would look mostly at magazines.

Sharon Cholowinski asked if the size of their staff would affect the amount of time spent on the marketing should someone become ill or unable to work. Chad stated that it would not be an issue.

Anne Zizzo from Zizzo Marketing introduced her creative group and described what their ideas would be for the marketing of Galena and Jo Daviess County. They were given 20 minutes to make their presentation.

Jess Farlow asked how many current clients Zizzo has. Anne stated on any given month they have on an average of forty clients.

Hal Gilpin asked if they developed the Door County Logo. Anne said that they did not. Hal also asked about their pricing that they put in the RFP and if they could break it down for the group. Anne stated that they need to look at what was done in the past. She feels that whatever the budget is she would put 80% to media and 20% to other stuff, whatever is needed.

Katherine Walker asked how long, when you did Door County, did it take you from explore to execute. Anne said that it took about 16 weeks from start to finish.

Robert Mahan asked what they felt is under-utilized or under-marketed. Dan Augustine, Creative Director, replied that what you could build on is the niche marketing such as the motorcyclist, the antique trail, the foodies and wine markets.

Erin Murphy asked about the media planning and placement fee. Anne stated that they can do it either way, hourly or a one-time fee. Erin also asked how long the planning period is. Anne stated that it would be approximately four weeks.

Colin Sanderson asked if they would target traditional media like TV and is it a viable resource. The group stated that broadcast TV in Chicago is really cost prohibited with the budget but they felt it is a viable resource.

Approval of Minutes.

Motion: moved by Robert Mahan to approve the minutes of the August 25, 2015 CVB Board Minutes with an amendment to reflect that Colin Sanderson is from Naperville not Galena and Terry McGovern is from Galena not Stockton. Second by Helen Schamberger. **Motion carried.**

Unfinished Business.

Motion: moved by Jess Farlow to approve the FY16 Budget. Second by Sharon Cholewinski.

Hal Gilpin stated that he would like to add an additional \$66,000 to line item #702 Professional Service to make it a total of \$350,000. Helen Schamberger asked what the money was for. Hal stated that they are increasing the marketing dollars for this year. Robert Mahan asked a few questions about the reserve fund and other budget line items.

Jess Farlow amended the *motion* to take \$216,000 instead of \$150,000 from the reserve fund balance to bring the professional services fund balance up to \$350,000. Second by Sharon Cholowinski. **Amended motion carried.**

Motion: moved by Sharon Cholewinski to accept the budget as revised. Second by Matthew Carroll. **Motion carried.**

Committee Reports.

Sales & Marketing

Motion: moved by Jess Farlow to approve the minutes from the Sales & Marketing Committee Meeting from August 25, 2015. Second by Robert Mahan. **Motion carried.**

Event Planning

Matthew Carroll did a brief review of the Lead Rush Marathon.

Visitor Services

No report.

Community Outreach

Robert Mahan did a brief review of the last meeting that was held in Stockton. He stated that the next meeting will be in Scales Mound on October 7, 2015 at 11:00 a.m..

Ad Hoc

No report.

New Business.

Motion: moved by Jess Farlow to start the discussion and possible approval of a website development agency. Second by Robert Mahan.

Discussion followed.

A roll call vote was called with Jess Farlow, Erin Murphy, Matthew Carroll, Helen Schamberger, Sharon Cholewinski and Robert Mahan voting in favor of hiring McDaniel's Marketing as the website development agency. With Hal Gilpin voting in favor of the Zizzo Group. 6 to 1 in favor of McDaniels Marketing.

Motion: moved by Jess Farlow to start the discussion and possible approval of a marketing agency. Second by Robert Mahan.

Discussion followed.

A roll call vote was called with Jess Farlow, Erin Murphy, Matthew Carroll, Helen Schamberger and Robert Mahan voting in favor of McDaniel's Marketing. With Hal Gilpin and Sharon Cholewinski in favor of the Zizzo Group. 5 to 2 in favor of McDaniel's Marketing.

Motion: moved by Jess Farlow to continue to explore with IDOT the possible accusation of the Longhollow Scenic Overlook. Second by Sharon Cholewinski. **Motion carried with one nay vote recorded for Robert Mahan.**

Board Member Comments.

Robert Mahan stated that he will not be extending his term and he thanked the board for the opportunity to be a voice and a part of all the exciting things that have happened.

Helen Schamberger stated that she really likes the Ulysses Grant prop and it should be part of the Community Outreach program.

Public Comments.

Colin Sanderson asked the board to consider what the director of sales should be doing instead of what they have been doing in the past. He suggested that the board reach out to the business partners to join the weekly business shows. He said that he was in favor of the Zizzo Group.

Betty Roliardi said that she was comfortable with staying with McDaniel's Marketing.

Terry McGovern stated that she looked at the ads from the Zizzo Group and thought that they grabbed her interest and she was in favor of the Zizzo Group.

Adjournment.

Motion: Moved by Sharon Cholewinski. *Second:* by Robert Mahan to adjourn the meeting.

Motion carried. The meeting was adjourned at 8:25 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

October 27, 2015

Date of Approval