



**CVB BOARD
VISITOR SERVICES
COMMITTEE MEETING MINUTES
1:00 P.M., Tuesday, August 12, 2014
COUNTRY INN & SUITES - STOCKTON
200 DILLON AVENUE, STOCKTON, IL 61085**

**Committee members Present:
Erin Murphy, Merri Berlage, Sharon Cholewinski, Jess Farlow, Hal Gilpin,
CVB Advisory Board Members
Katherine Walker, CVB Staff**

1. Meeting was called to order at 1:02 p.m. by Chairperson Murphy.
2. Randy Pepin owner of property in Stockton said he would like Galena/JoDaviess County CVB in Stockton, Gateway to Jo Daviess County. Terry McGovern had business interests in Stockton and thinks a location in the town would be a good position to get info out. They have lots of traffic on Highway 20 coming from the east and it would be beneficial to everyone in the county. Ashlie Simonson works in Stockton and she was present to support the initiative. People would have their eyes opened to Scales Mound, Elizabeth and other communities and it would be great to have a physical location in Stockton. Chair Erin Murphy thanked them for their comments.
3. Minutes of the July 2, 2014 meeting were approved on a motion by Gilpin and second by Farlow. *Motion carried.*
4. Erin Murphy suggested an exit strategy be developed. Care and concern needs to be taken with all the aspects. Have we conveyed the closure to the county board. There was a question if the county board needs to approve the closure. Katherine mentioned she did not think the county would need to approve the closure. Merri said she would check. All agreed it was a matter of keeping everyone in the loop. Katherine Walker said she had met with Katie at the Chamber, and called Sedona and emailed Mark Moran. She will follow up with emails to both Katie and Sedona regarding notice. There was general discussion on who would do the boxing of materials. Sedona was mentioned as a possibility. Katherine Walker thought it should be done by staff, since the information people are Sedona employees. The computers, phones and files belong to the CVB. Katherine will check on the racks and furniture. There was discussion of a possible close date of November 21 to give time to box and move things.
5. There was discussion about using a vehicle as a mobile visitor center. Concerns about who would drive, since Sedona would not be a good option and possible costs of overnights. Helen was concerned about a license for a commercial vehicle that would be interstate and the liability issues and hours, as well as costs vs. savings. Erin mentioned that we are not necessarily looking at walk in traffic but a new way to deliver material and reach out to people. Interactive kiosks such as the one at the I Wireless center were mentioned. Partnership with businesses in Stockton or other county locations were discussed. Jess told of a coffee bar in a California visitor center and maybe we could

have coffee and wine. Hal had seen some of the visitor centers in Door County. Merri had called Stockton Cheese for the status of the Heartbuilt homes. She had told them we may be interested in a cabin and partnering and the idea of purchasing, lease or renting were possibilities. The combination of cheese and wine – Massbach might be a good partnership. She also had another appointment after the meeting to look at the Stone Cabin Coffee building. Guest Randy Pepin mentioned that the Barnyard Antiques next to the filling station had 2,000 square feet and they were renting it for \$1,000 per month. It would be a high profile location next to the convenience store. Guest Terry McGovern had an idea that each community could have their own space to create exposure. It would help attract more business too. Randy Pepin thought that every town would like a spot to promote. That Chambers of Commerce in each community could help with displays and maintain them. Merri thought it would be nice to take it even further if money were available and have some sort of video, where you could experience more, such as what the Alpine Slide is like or milking a cow, something with a 360 degree design. More of the here and now for people. Visitors want more instant information. We need to be more cutting edge and we need to be cool. Helen mentioned that things should be targeted beyond Galena. Erin thought more signage could be beneficial. Sharon will investigate the virtual tugboat at the Dubuque River Museum. Katherine will contact Blue Focus Media about a presentation and someone for mobile van, and McDaniels.

- 6. Merri asked the hoteliers what questions do visitors ask. Helen said what is there to do. Hal said they branch out after 3-4 days or if they have visited before and want to go further out. Erin said they've done Galena; what is there. Things to Do put out weekly is good to let guests know, but if the attraction or business owners don't let the CVB know there is not info.
- 7. Betty Roliardi mentioned her friends have a trailer fitted out that they take to shows as part of the Northwest Turkey Federation and will give that contact to Katherine. The Elks are doing a wrap too and Signcraft is doing that.
- 8. Adjournment was at 1:41 p.m.

Respectfully submitted,
Katherine Walker

NEXT COMMITTEE MEETING
TUESDAY, AUGUST 26, 2014
1:30 p.m.
LOCATION TBD
