



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for CVB Board Meeting
Jo Daviess County Courthouse @ 6:00 p.m.
February 23, 2016

Call to order: Meeting was called to order by Hal Gilpin at 6:00 p.m.

Roll Call Present:

CVB Board Members

- Matthew Carroll
- Jess Farlow
- Erin Murphy (Vice Chair)
- Terry McGovern
- Sharon Cholewinski
- Helen Schamberger
- Hal Gilpin (Chair)
- Betsy Achett (*Entered the meeting at 6:04*)
- Merri Berlage / JDC Board Member

Staff

- Katherine Walker, Executive Director
- Jeff Graack, Sales & Marketing Director
- Lori Kinnaman, Administrative Assistant
- Betsy Kaage, Social Media Specialist

Guest in Attendance

Dan Reimer, RJ Winkelhake, Steve McIntyre, Gene Schamberger, Colin Sanderson

Public Comments

None

Approval of Minutes

Motion: Moved by Helen Schamberger to approve the minutes from the January 26, 2016 CVB Board Meeting. Second by Sharon Cholewinski. **Motion carried**

New Business

Motion: Moved by Sharon Cholewinski to endorse the Arts and Recreational Center to take over the half marathon. Second by Jess Farlow. A short discussion followed.

Motion carried.

Motion: Moved by Erin Murphy to accept the Letter of Intent. Second by Sharon Cholewinski. Helen Schamberger objected to the make-up of the board. She feels that it could be completely Galena orientated. Merri Berlage stated that she voiced her concerns with the county members on the committee and suggested that if anyone has any concerns that they do the same. Merri also stated that at this point it is just a draft and the county board will look over the final document hard and fast.

Motion carried with one nay vote voiced by Helen Schamberger.

The board then discussed the website development contract. Katherine Walker stated that some of the discussion that came from the unification meetings was to put a hold on some of the contracts going forward, in good faith. She suggested putting a hold on the website development contract for sixty days to see how things progress and bring it back for a formal vote. The board asked how much has been done to this point and how much has been paid for already. Merri Berlage stated that they should be proactive in promoting tourism. Terry McGovern stated that they already have an active website. Jess Farlow stated that VisitGalena signed a two year contract with the city of Galena and asked why they shouldn't be able to honor the contract for the website. Katherine Walker reminded the board that they can cancel with a 60 day notice. Erin Murphy stated that the CVB already has all the basic members, where VisitGalena only has what is in Galena, so less would need to be added to the new website. Jess Farlow stated that the new DMO would have a new website and that would be one less thing to worry about. Hal Gilpin agreed with Jess and added that it would be done in less than three months and it would be new with an interactive feature that would benefit the new DMO, if they want to use it.

Motion: Moved by Sharon Cholewinski to keep the contract for the website in place with no hold. Second by Jess Farlow. There was no additional discussion. **Motion Carried.**

Committee Reports

Sales & Marketing

Katherine Walker announced that the CVB received the LTCB Grant check from the State of Illinois in the amount of \$91,296. She stated that she has received a couple of contacts about the investment program with specific questions and anticipates something to move forward

very soon. An invitation was given from the farm bureau for an agriculture tour planned in the county. She reported on the upcoming bridal show, seminars and training scheduled for the staff for the month of March.

Event Planning - No report.

Community Outreach - No report.

Board Member Comments

Betsy Achett asked if there is a backend link on the new website to monitor the design and see what stage they are at. Katherine Walker said she would check on it and get back to her.

Hal Gilpin said that he would like get the word out about the new grant investment program. By e-blast or even a direct mailing.

Erin Murphy suggested having a Community Outreach Meeting just before the networking reception in Hanover, March 3 at 3:30 pm.

Hal Gilpin asked that as we move forward with the one voice proposal, whatever proposals that are being asked of the CVB and/or VisitGalena he hopes would come forth in writing from the new committee so everyone is on board and everyone signs off on it. If one group is asked to do it, the other group should be asked also. It should all be up front and equal.

Public Comments

None

Adjournment

Motion: Moved by Jess Farlow. *Second:* by Sharon Cholewinski to adjourn the meeting. **Motion carried.** The meeting was adjourned at 6:32 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

March 29, 2016

Date of Approval