



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for *Special Meeting*
Jo Daviess County Board Room at 1:00 p.m.
February 5, 2015

Call to order: Meeting was called to order by Chair Matthew Carroll at 1:04 p.m.

Roll Call Present:

CVB Board Members

- Matthew Carroll / Chair
- Hal Gilpin / Vice Chair
- Erin Murphy
- Jess Farlow
- Sharon Cholewinski
- Helen Schamberger
- Caitlin Oponski
- Merri Berlage / JDC Board Member

Staff

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

Guests in attendance. Ron Smith, Diane Sipiera, Paul Sipiera, Hillary Dickerson, Jay Dickerson

Welcome and Introductions. Matthew Carroll welcomed all those in attendance.

Public Comments. None

New business.

Matthew Carroll stated that the letter to the city of Galena that was approved at the January 27, 2015 meeting will be seen as putting a wedge between both boards and the city. Helen Schamberger stated that a great deal of time was spent on the letter and was not meant with any ill intentions. Merri Berlage suggested that all involved sit down and work it out. Hal Gilpin stated that the letter lets the city know that there is someone else interested in bidding on a contract for their marketing needs. He feels that the CVB can provide a very good benefit to

them for their tourism dollars. Erin Murphy passed out a plan that lays out a process for the board. Sharon Cholewinski feels that there is double funding being spent for tourism and that should drive the talks. Jess Farlow agrees with Merri Berlage in getting everyone together to discuss a plan. Some discussion was made as to whether the CVB is prepared to take on a contract such as this. Katherine Walker replied when asked by Merri Berlage that a contract could be presented with an outline much like we develop with our current agency. We would be prepared to make the recommendations, we know the destination very well. Other communities represent multi areas, they make it work. Hal Gilpin stated that the city of Galena could keep a percentage of the Hotel/Motel tax for improvements in the city that are tourism related. Other items could be put in the contract stating how it would be beneficial for them to consider the CVB as their destination marketing organization.

Motion: Moved by Erin Murphy to write a letter to the city of Galena asking them at this time to hold off on our letter requesting to bid on their RFP until we've had further discussions with Visit Galena on the singular tourism voice plan at which time, if necessary, we will resubmit our request forward. *Second:* Sharon Cholewinski

Helen Schamberger called for the question. Merri Berlage asked Matthew Carroll to allow further discussion. Further discussion was allowed. Helen Schamberger once again called for the question.

Vote by roll call- Aye votes were recorded for Matthew Carroll, Erin Murphy, and Sharon Cholewinski. Nay votes recorded for Merri Berlage, Jess Farlow, Hal Gilpin and Helen Schamberger. Aye (3) Nay (4). Motion failed

Merri Berlage suggested that the CVB board come together as a board. Hal Gilpin asked that the next Ad Hoc meet on Thursday, February 19, 2015 after Sales & Marketing. Sharon Cholewinski asked if all the CVB board members could be included on the Ad Hoc Committee. Matthew Carroll will add all members. Some discussion followed about the location and agenda of the next Ad Hoc meeting. Sharon Cholewinski asked that the regular CVB Board meeting times not be limited to an hour. She did not feel that adequate time was allowed for discussion.

Public Comments.

Ron Smith encouraged the boards to get together and offered the board room for further discussions. Randy Pepin, Stockton Strong, stated that the duplication of spending is reason enough to have a singular voice.

Adjournment.

Motion: Moved by. Jess Farlow *Seconded:* by Sharon Cholewinski to adjourn the meeting.

Motion carried. The meeting was adjourned at 2:20 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

February 24, 2015

Date of Approval