



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for CVB Board Meeting
Jo Daviess County Courthouse @ 6:00 p.m.
January 26, 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 *(Entered the Meeting at 6:11)*
- Jess Farlow
- Erin Murphy (Vice Chair)
- Terry McGovern
- Sharon Cholewinski
- Helen Schamberger
- Hal Gilpin (Chair)
- Betsy Achett
- Merri Berlage / JDC Board Member *(Entered the Meeting at 6:19)*

Staff

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

Guest in Attendance.

Dan Reimer

Public Comments.

None

Approval of Minutes

Motion: Moved by Jess Farlow to approve the minutes from the November 24, 2015 CVB Board Meeting. Second by Sharon Cholewinski. **Motion carried**

Unfinished Business.

The board reviewed the changes made to the Event Investment Program.

Motion: Moved by Sharon Cholewinski to accept the program as it stands. Second by Jess Farlow. **Motion carried**

New Business.

Election of Chairs. A nomination was made by Jess Farlow to appoint Hal Gilpin as Chair. *Motion:* moved by Erin Murphy to close the nominations. *Second:* by Sharon Cholewinski. **Motion carried with all aye votes.**

A nomination was made by Jess Farlow to appoint Erin Murphy as Vice Chair. *Motion:* moved by Hal Gilpin to close nominations. *Second:* by Terry McGovern. **Motion carried with all aye votes.**

Appointment of committees.

Hal Gilpin suggested taking the Sales & Marketing Committee members down from eleven to nine. He appointed Betty Roliardi as chair and added Betsy Achett to the committee.

Betsy Achett was also appointed to the Event Planning Committee and Hal Gilpin was removed.

Terry McGovern was appointed to the Community Outreach & Education Committee and Erin Murphy was appointed chair.

The Nominating Committee had no changes.

The Visitor Services and Ad Hoc Committees were made inactive.

Motion: Moved by Jess Farlow to approve the committees as discussed. Second by Sharon Cholewinski. **Motion carried**

Erin Murphy suggested having a joint meeting that included the Community Outreach Committee and the Event Committee. She suggested having the meeting somewhere central and inviting people from each community. She said that this would give each community a chance to share what they are doing.

Committee Reports.

Sales & Marketing

Hal Gilpin shared some concepts from McDaniel's Marketing.

Event Planning - No report.

Visitor Services - No report.

Community Outreach - No report.

Ad Hoc - No report.

Board Member Comments.

Terry McGovern thanked the board for approving her appointment to the board.

Erin Murphy said that the overlook meetings that she attended in Elizabeth and Hanover were both very supportive and well received.

Merri Berlage questioned why the joint committee is putting together a new board proposal and asked what has changed since the last letter of intent was sent to the city by the county board several years ago. Terry McGovern stated that there have been a lot of emails going around from the communities to keep the make-up of the board to what was agreed on. Merri also reported that the public works committee discussed the scenic overlook site and they would not be able to do the maintenance.

Matthew Carroll announced that he is planning his open house on February 3rd & 4th.

Betsy Achett said that she was excited to be part of the board and is looking forward to learning a lot and being able to contribute.

Public Comments.

None

Adjournment.

Motion: Moved by Jess Farlow. *Second:* by Sharon Cholewinski to adjourn the meeting. **Motion carried.** The meeting was adjourned at 6:37 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

February 23, 2016

Date of Approval