



**Galena/Jo Daviess County Convention & Visitors Bureau**  
**Minutes for Meeting**  
**Jo Daviess County Board Room at 6:00 p.m.**  
**January 27, 2015**

**Call to order:** Meeting was called to order by Chair Matthew Carroll at 5:59 p.m.

**Roll Call Present:**

**CVB Board Members**

- Matthew Carroll
- Jess Farlow
- Erin Murphy
- Caitlin Oponski
- Sharon Cholewinski
- Helen Schamberger
- Hal Gilpin
- 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, Dan Reimer, Terry McGovern, Diane Sipiera, Paul Sipiera, Hillary Dickerson, Robert Mahan

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

**Public Comments.** None

**Approval of Minutes.** *Motion:* Moved by Helen Schamberger to approve the minutes for the November 18, 2015 CVB Board Meeting. *Second:* by Caitlin Oponski. The motion carried by voice vote.

*Motion:* Moved by Hal Gilpin to approve the minutes for the January 6, 2015 Special CVB Board Meeting. *Second:* by Helen Schamberger. The motion carried by voice vote.

## **Reports of Officers.**

Chair: None

Vice Chair: None

## **Committee Reports.**

Sales & Marketing: Hal Gilpin reported on the progress being made on the social media websites and an interactive visitor's guide.

Events: *Motion:* Moved by Erin Murphy to accept the contract with Lakeshore Athletic for 750 participants in the amount of \$45,622.50. *Second:* by Hal Gilpin.

Sharon Cholewinski asked why swim caps and carpet are provided for the swimmers. Katherine Walker stated that they are provided for safety purposes. Helen Schamberger asked if any progress has been made on sponsors. Katherine Walker stated that the Bike Shack and Endurance Sports have been secured as sponsors and phone calls have been made to other businesses that are awaiting responses. She and Melosa also have a meeting planned with a representative from the Dubuque Hy-Vee on Thursday.

Motion carried by voice vote with one nay vote recorded for Helen Schamberger.

Ad Hoc: Hal Gilpin stated that he met with Mark Moran, Galena City Administrator, about a bid proposal for a marketing contract with the city expiring in March of 2016. A letter of intent to the city for the sales & marketing bid was constructed for approval by the CVB Board. Erin Murphy asked if this is the letter that the County Board intended when they sent it back to the CVB Board to be drafted. Further discussion was delayed for the arrival of Merri Berlage. Discussion resumed with the arrival of Merri Berlage at 6:24 p.m..

*Motion:* Moved by Helen Schamberger to send Hal's letter to the city of Galena. *Second:* by Hal Gilpin.

Motion carried with a roll call vote with aye votes recorded for Matthew Carroll, Hal Gilpin, Helen Schamberger and Caitlin Oponski. Nay votes recorded for Merri Berlage, Erin Murphy and Sharon Cholewinski. Ayes (4) Nays (3)

### **Unfinished Business.**

A request was made by Katherine Walker to Sharon Cholowinski and Caitlin Oponski to complete the Open Meeting's Training and submit a certificate of completion to the CVB Administrative Office.

### **New business**

Katherine Walker stated that job descriptions were provided for review. Her intent is to ask for modifications for two job descriptions. One is for the Sales & Marketing Director and the other for the Administrative Assistant.

Katherine Walker detailed an action plan that she put together for the next five years.

*Motion:* Moved by Hal Gilpin that the strategic plan be incorporated as a retreat focus for 2015. *Second:* by Sharon Cholewinski

Motion carried by voice vote.

Merri Berlage entered the meeting at 6:24 p.m..

There was no discussion on deer culling in the City of Galena

Election of Chair. A nomination was made by Sharon Cholowinski to appoint Matthew Carroll as Chair. A nomination was also made by Merri Berlage to appoint Hal Gilpin as Chair.

*Motion:* moved by Merri Berlage to close the nominations. *Second:* by Erin Murphy. A roll call vote was taken with votes for Matthew Carroll to remain CVB Board Chair recorded for Erin Murphy, Matthew Carroll, Sharon Cholewinski and Caitlin Oponski. Votes for Hal Gilpin for CVB Board Chair recorded for Merri Berlage, Hal Gilpin and Helen Schamberger. Matthew Carroll (4), Hal Gilpin (3)

A nomination was made by Merri Berlage to appoint Hal Gilpin for Vice Chair.

*Motion:* moved by Merri Berlage to close nominations. *Second:* by Helen Schamberger. The nomination of Hal Gilpin for CVB Vice Chair carried by voice vote.

### **Board Member Comments.**

Erin Murphy asked to be removed from the Sales & Marketing Committee because she felt it had an adequate number of members and she was already on the other committees.

Merri Berlage asked about the vacant board member seat and if anyone has shown an interest. Katherine Walker stated that she has a letter of interest that arrived too late for the meeting, but will be put on the agenda for next month's meeting.

Matthew Carroll announced that he will be purchasing the old jail building with the intent of opening new lodging in the city of Galena.

Helen Schamberger announced the 100 Club annual meeting will be honoring the local EMTs.

Katherine Walker announced that there is a new leader for tourism in Illinois. His name is Cory Jobe. Katherine also stated that the IL Governor's Conference is next week starting Monday running through Wednesday.

**Public Comments.**

Terry McGovern asked that the CVB consider putting the visitor center back on the table for discussion and locating the visitor center at the 'Gateway of Jo Daviess County.' She also asked members to consider coming to the area chamber meetings to see what is being said of a presentation to the local chambers. Erin Murphy stated that the CVB Board did not approve this presentation when it was first presented to them at a prior meeting. Matthew Carroll stated that what is being presented and what the CVB is doing are completely different right now. He also stated that as the Chair he has to be in support of what the board is doing and is no longer in support of the plan that he and Chris Hamilton originally put together. Matthew stated that the CVB has not taken their next steps but Chris has.

**Adjournment.**

*Motion:* Moved by Merri Berlage. *Seconded:* by Sharon Cholewinski to adjourn the meeting.

**Motion carried.** The meeting was adjourned at 7:02 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

February 24, 2015

Date of Approval