



Galena/Jo Daviess County Convention & Visitors Bureau

Minutes for CVB Board Meeting

Jo Daviess County Courthouse @ 6:00 p.m.

July 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
- Jess Farlow
- Erin Murphy (Vice Chair)
- Terry McGovern
- Sharon Cholewinski
- Helen Schamberger
- Hal Gilpin (Chair)
- Betsy Achett
- 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 Burke

Public Comments

None

Approval of Minutes

Motion: Moved by Merri Berlage to approve the minutes from the June 28, 2016 CVB Board Meeting. Second by Jess Farlow. **Motion carried**

New Business

Katherine Walker reviewed the proposed budget for fiscal year 2017. She stated that she put a lower number in for the revenues for hotel tax due to the state projections being lower for this fiscal year, because of a dip in the states' population.

The Illinois Marketing Partnership Grant has been re-instated. She suggested putting \$50,000 in the revenue line item. She stated that the LTCB grant was increased by 12% for FY17. She stated that there is a good chance that more money will be available later in the year. The State is starting a new grant accountability and transparency act that follows the federal guidelines for grants. The criteria is tougher and the paperwork is daunting leading to some dropping out and leaving money on the table. She will up the revenue grant line item to \$253,219 for FY17.

Walker then reviewed the expenditure line items. An increase was added to the maintenance line item to cover the cost of a new roof and interior painting for the waterworks building. If there is money left over she would like to have the carpets cleaned. Hal Gilpin suggested adding an additional \$5,000 to cover the cost of replacing the carpet that was installed in 1995.

More was added for videos and possibly a TV commercial. Walker would also like to do two conversion studies in 2017. Additional funds were put in printing for agri-tourism and a continued partnership with neighboring Illinois counties. The amounts in the events investment program was increased by \$5,000.

Funds were left in the capital development fund for a vehicle that was approved but not purchased in 2016.

The full budget will be presented to the full board August 22, 2016.

Motion: Moved by Jess Farlow to approve the FY17 budget with the changes. Second by Helen Schamberger. **Motion carried.**

Board Member Comments

Matthew Carroll spoke of the new Illinois Tourism Fall Publication that features his business and several others in Galena.

Jess Farlow asked why the marketing numbers are going down. Katherine Walker stated that they are addressing the problem. She said it has something to do with the new website.

Terry McGovern reported on the Art Fair in Stockton.

Public Comments

None

Adjournment

Motion: Moved by Jess Farlow. *Second:* by Terry McGovern to adjourn the meeting. **Motion carried.** The meeting was adjourned at 6:30 p.m.

Lori Kinnaman

Secretary / Administrative Assistant

Galena/Jo Daviess County Convention & Visitors Bureau

August 29, 2016

Date of Approval