



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for Sales & Marketing Meeting
Country Inn & Suites, Stockton IL @ 11:00 a.m.
March 17, 2016

Call to order: Meeting was called to order by Helen Schamberger at 11:00 a.m.

Roll Call Present:

Committee Members

- Hal Gilpin
- Jess Farlow
- Helen Schamberger
- Matthew Carroll
- Betsy Achett
- Amy Laskye
- Terry McGovern
- Betty Roliardi
- Colin Sanderson

Staff

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

Others in Attendance;

Approval of Minutes

Motion: Moved by Helen Schamberger to approve the minutes from the February 18, 2016 Sales & Marketing meeting. Second by Amy Laskye. **Motion carried**

Unfinished Business

The committee discussed the antique trail logo. They felt that the other counties should contribute financially to the work being done on the logo. Amy Laskye questioned the name of the logo. She asked why it is called Galena Country. She suggested that more work should be done on the logo and design before signing off on it. The full committee agreed that it needs more work.

The committee then discussed the work being done on the new website. Hal Gilpin asked if the committee received the preview that Katherine Walker sent to the board members. They also asked that it be sent to all the committee members. Jess Farlow was underwhelmed by what he has seen so far. There was nothing there to target the demographics that we are trying to attract. The graphics did not pop. Amy Laskye asked if McDaniel's Marketing plans are to update the pictures on the website. Betsy Kaage stated that they were just in the county last week to take photos.

Staff Updates

Betsy Kaage told the committee that Katherine Walker attended a wedding show in Chicago last week and the CVB recently joined the IASE. The staff is attending the Illinois Governor's Conference in Springfield the following week. A banner ad has been purchased on the IASE website for one year. The photography shoot for the website magazine was done last week. The winter getaway contest ended last week with a total of 3,314 entries. The entries that were received were from all fifty states. The 'Girlfriends Getaway' promotion is in place.

Committee Comments

The committee discussed the Hanover/Elizabeth guide.

Amy Laskye presented a map from the 'All Rivers Talent Group' that she wanted the committee to be aware of.

Public Comments

None

Adjournment

Motion: Moved by Jess Farlow. *Second:* by Hal Gilpin to adjourn the meeting. **Motion carried.**

The meeting was adjourned at 12:00 pm.

Betsy Kaage

Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

April 21, 2016

Date of Approval