



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for CVB Board Meeting
Jo Daviess County Courthouse @ 6:00 p.m.
March 29, 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

Celestino Ruffini, Dan Burke

Public Comments

Celestino Ruffini spoke about the Jo Daviess Conservation Foundation regarding their past year achievements and their future.

Approval of Minutes

Motion: Moved by Matthew Carroll to approve the minutes from the February 23, 2016 CVB Board Meeting. Second by Sharon Cholewinski. **Motion carried**

New Business

Katherine Walker presented four events for investment.

Motion: Moved by Helen Schamberger to fund the Garlic Festival and the Corkless Wine Festival at the recommended amounts of \$1500 each. Second by Terry McGovern. **Motion carried.** It was suggested that the other two events resubmit with details on marketing and advertising.

Erin Murphy gave an update regarding progress of the new DMO. They are preparing to elect board members. The letter of intent will be published with information regarding the election in both the Gazette and Flash. Hal Gilpin mentioned he did not want to be considered for a seat on the new DMO feeling that personally it would be a conflict. He intends to remain with the CVB and serve as board chair. Merri Berlage shared the idea of the current DMO's and their respective boards getting together with the new DMO board for discussion. Hal Gilpin mentioned that moving forward he would like one person commenting to the press and answering public questions, Katherine Walker.

Committee Reports

Sales & Marketing – No report.

Event Planning - No report.

Community Outreach - No report.

Board Member Comments

Merri Berlage was excited about the new zip line recently approved by the county.

Katherine Walker showed the new State of Illinois tagline, Illinois Are You Up for Amazing. She will extend an invitation to Visit Galena to co-host the National Tourism Week dinner.

Terry McGovern said that the film done in Stockton had debuted at Southwest by Southwest and received rave reviews.

Public Comments

None

Adjournment

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

Motion carried. The meeting was adjourned at 7:00 p.m.

Katherine Walker

Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

April 26, 2016

Date of Approval