



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for CVB Board Meeting
Jo Daviess County Courthouse @ 5:30 p.m.
May 31, 2016

Call to order: Meeting was called to order by Hal Gilpin at 5:32 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, Susan Crisler, Drae Simpson

Public Comments

None

Presentation by McDaniel's Marketing

Susan Crisler, Interactive Director for McDaniel's Marketing presented the new website. Susan explained the features of the site and answered questions from the board.

Approval of Minutes

Motion: Moved by Merri Berlage to approve the minutes from the April 26, 2016 CVB Board Meeting. Second by Jess Farlow. **Motion carried**

Unfinished Business

Erin Murphy gave an update regarding the progress of the new DMO board. She stated that they met last week and passed the bylaws and the agreement. They will forward them to the Executive Committee that meets on June 6.

Helen Schamberger asked what happens if they don't pass. Terry McGovern stated that everything would go back to the joint committee.

New Business

Katherine Walker asked the board to give the power of approval to evaluate and grant funds to applicants of the Event Investment Program to the Executive Director. Hal Gilpin stated that the board should not have to review every application and he feels that the Executive Director is competent to handle those decisions.

Motion: Moved by Sharon Cholewinski to provide the power of approval for the Event Investment Program to the Executive Director. *Second:* by Jess Farlow. **Motion carried with one nay vote by Helen Schamberger.**

Committee Reports

Sales & Marketing

Hal Gilpin reported on the meeting. He stated that they viewed short videos that will be featured on the new website. He thought they had a nice turn out and it went well.

Event Planning

No report.

Community Outreach

No report.

Board Member Comments

Sharon Cholewinski was not happy with how the election went. She thought that it was a sham, unprofessional, silly, unacceptable and wrong to move forward from that moment on.

Matthew Carroll hosted a dinner party for four German travel writers. They also enjoyed a tour of the property.

Betsy Achett liked the job that McDaniels did on the website. As comprehensive as the site is, she liked how simple and easy it is to use. She offered to host the launch for the new website.

Terry McGovern liked the new website. She liked the visual and thought there is a big difference from what was and what is.

Helen Schamberger stated that the Hotel/Motel Tax for March was up from last year.

Merri Berlage announced that the Executive Committee meets June 6 and they will be looking at the contract for the new DMO.

Hal Gilpin was pleased with the new website. He feels that there is a fair overview of the entire county. It doesn't focus on just one thing. He likes the map. People can pick and choose throughout the entire county. He hopes that the outlying communities will see that we are trying to listen and make it better for them.

Public Comments

None

Adjournment

Motion: Moved by Erin Murphy. *Second:* by Terry McGovern to adjourn the meeting. **Motion carried.** The meeting was adjourned at 6:25 p.m.

Lori Kinnaman

Secretary / Administrative Assistant

Galena/Jo Daviess County Convention & Visitors Bureau

June 28, 2016

Date of Approval