



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for CVB Board Meeting
Jo Daviess County Courthouse @ 6:00 p.m.
November 24, 2015

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
- Vacant
- Sharon Cholewinski
- Helen Schamberger
- Hal Gilpin
- Robert Mahan
- Merri Berlage / JDC Board Member

Staff

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

Guest in Attendance.

Katie Deveraux, Dan Reimer, R.J. Winklehake

Public Comments.

None

Approval of Minutes

Motion: Moved by Matthew Carroll to approve the minutes from the October 27, 2015 CVB Board Meeting. Second by Sharon Cholewinski. **Motion carried**

Unfinished Business.

Motion: Moved by Erin Murphy to take item 7(a) (discussion and possible action on forming a 501(c) 6) to be taken off the agenda. Second by Jess Farlow. **Motion Carried**

Discussion followed concerning a letter to the Illinois Department of Transportation concerning the land at the overlook. The board asked if the county board should approve the idea first. Katherine Walker stated that she would inform the Planning & Development Committee later that evening. Katherine discussed her plan to invite the public at various locations in the county in the month of January to introduce the idea and get feedback.

Motion: Moved by Helen Schamberger to approve the plan as laid out. Second by Sharon Cholewinski. **Motion Carried**

New Business.

Motion: Moved by Erin Murphy to reappoint Jess Farlow and Matthew Carroll to the CVB Board of Directors for a 3 year term ending November 2018. Second by Robert Mahan.

Motion Carried

Motion: Moved by Merri Berlage to approve Betsy Achett to a one year term with the CVB Board of Directors expiring November 2016 and Terry McGovern to a three year term with the CVB Board of Directors expiring November 2018. Second by Matthew Carroll. **Motion**

Carried

Motion: Moved by Matthew Carroll to approve the Event Investment Program, subject to legal review from the States Attorney. Second by Sharon Cholewinski.

Discussion followed concerning the Event Investment Program and application process. The wording stated in the eligibility guidelines was questioned. Robert Mahan suggested that the CVB do the marketing for the communities. Jess Farlow stated that the money would be used for event creation not just marketing. Erin Murphy stated it can be used for talent; most events are based around talent. She also stated that the purpose of the CVB is to promote the destination, not create the destination. Merri Berlage suggested that beyond the three years, the wording should be worded that the event would be individually reviewed as they come in. Hal Gilpin asked Katherine to make the changes and bring it back to them next month.

Amended Motion: Moved by Merri Berlage to add clarity to the eligibility guidelines.
Second by Sharon Cholewinski. **Motion Carried**

Motion: Moved by Matthew Carroll to approve the Event Investment Program with clarity made to the eligibility guidelines, subject to review by the States Attorney. Second by Sharon Cholewinski. **Motion Carried**

Discussion followed on the Lead Rush Half Marathon. Katherine Walker stated that the event went well. Merri Berlage suggested using a challenge medal that advertises the area and can be swapped. Erin Murphy asked if they don't have an Event Coordinator will they still have an event. Hal Gilpin suggested discussing that at the next Event Committee Meeting. Merri Berlage asked why this event makes money and the other race does not. Matthew Carroll stated that more people can do a half marathon than a triathlon. Hal Gilpin suggested that the time of year is also a factor.

Motion: Moved by Matthew Carroll to approve the 2016 CVB Board Meeting Calendar.
Second by Sharon Cholewinski. **Motion Carried**

Committee Reports.

Sales & Marketing

No report

Event Planning

Matthew Carroll stated that they just held the meeting. Erin Murphy suggested holding another meeting soon.

Visitor Services

No report.

Community Outreach

Robert Mahan did a brief review of the last meeting that was held in Warren. He thanked Betsy Kaage for everything she has done to bring information to the communities in the previous meetings. Robert suggested appointing a person to the committee and to hold the meetings in conjunction to the chamber meetings.

Ad Hoc

No report.

Board Member Comments.

Merri Berlage stated that she felt that more promotion should be done for Ag Tourism. She suggested something like an obstacle course or something similar.

The board thanked Robert Mahan for serving on the board and wished him well on his new board.

Robert Mahan questioned the mileage usage for last month. He suggested that it may be more practical to rent a car in the future. He thanked the board and stated that he learned a lot and is looking forward to working with them in the future.

Public Comments.

None

Adjournment.

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

Motion carried. The meeting was adjourned at 6:52 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

January 26, 2016

Date of Approval