

DRAFT: These minutes are not the official record until final approval at the next committee meeting and all minutes may be changed until officially approved.



Galena/Jo Daviess County Convention & Visitors Bureau
Minutes for CVB Board Meeting
Jo Daviess County Courthouse @ 6:00 p.m.
October 27, 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
- Sales & Marketing Director
- Lori Kinnaman, Administrative Assistant
- Betsy Kaage, Social Media Specialist
- Melosa Munholland, Events Coordinator

Guest in Attendance.

Terry McGovern, Randy McDaniels, Tony Oedewaldt

Public Comments.

None

Approval of Minutes

Motion: Moved by Helen Schamberger to approve the minutes from the September 29 Special CVB Board Meeting. Second by Sharon Cholewinski. **Motion carried**

Motion: Moved by Sharon Cholewinski to approve the minutes from the September 29 CVB Board Meeting. Second by Robert Mahan. **Motion carried.**

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Committee Reports.

Sales & Marketing

Randy McDaniel answered questions from the board concerning the contracts for marketing and the website. The board discussed the printing cost of the ‘Find me in Galena’ promotion. Randy offered to provide the graphics and the CVB staff could take care of the print. Katherine Walker asked about the process of the branding. Randy stated that they would need to do exploratory research, develop one key phrase that represents the destination well. That is the first step. Katherine asked if there will be meetings. Randy answered yes and he would also like to meet with the Sales & Marketing committee. He would like to test it with external groups and get feedback. Randy stated that the timeframe would be two to three months to develop the brand.

Motion: *Moved* by Sharon Cholewinski to accept the marketing agency contract not to exceed \$115,700, subject to legal review. Second by Hal Gilpin. **Motion carried.**

Hal Gilpin asked Randy why the cost of the website build was \$47,500 on the contract and at the presentation the cost was \$29,500 to \$47,500. Randy replied that he did not have one key piece of information when he bid the project and that is there is not an actual database structure for the website. It will take more time to put it in Wordpress. Erin Murphy asked about the cost of the interactive magazine and the monthly fee. The board discussed using fewer magazines. The board then discussed who would be responsible for maintenance. Hal Gilpin asked if the owner’s page is included in the cost. Randy stated that is included. Randy then reviewed his handouts.

Motion: *Moved* by Jess Farlow to approve the marketing website development contract not to exceed \$110,500, subject to legal review. Second by Sharon Cholewinski. **Motion carried.**

Event Planning

No report.

Visitor Services

No report.

Community Outreach

Robert Mahan did a brief review of the last meeting that was held in Scales Mound. He stated that the next meeting will be in Warren, November 4, 2015 at 6 p.m..

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Ad Hoc

No report.

New Business.

No new business.

Board Member Comments.

Katherine Walker gave an update on the starting date for the new employee. She also stated that she has been tracking weddings in the county. There were 44 in the month of October and 22% of them came from the Chicago suburbs.

Helen Schamberger announced the annual commemorative dinner for the 100 Club at the DeSoto House on January 23, 2016.

Robert Mahan announced that he has accepted a seat with Visit Galena.

Erin Murphy asked if they should have a plan or committee to look at making improvements to the administrative office building.

Hal Gilpin stated that after the elections he would like to look in to the committees.

Public Comments.

Terry McGovern reminded the board that some of the smaller communities were not represented well in the activity guide and she asked that they step up their game.

Adjournment.

Motion: Moved by Sharon Cholewinski. *Second:* by Helen Schamberger to adjourn the meeting.

Motion carried. The meeting was adjourned at 7:20 p.m.

Lori Kinnaman

Administrative Assistant/Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

_____ Date of Approval