



**Galena/Jo Daviess County Convention & Visitors Bureau**  
**Minutes for CVB Board Meeting**  
**Jo Daviess County Courthouse, Galena, IL @ 3:30 p.m.**  
**September 27, 2016**

**Call to order:** Meeting was called to order by Hal Gilpin at 3:30 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 (Arrived at 3:49pm)
- Merri Berlage / JDC Board Member (Arrived at 3:52pm)

**Staff**

- Katherine Walker, Executive Director
- Lori Kinnaman, Administrative Assistant

**Guest in Attendance**

Dan Burke

**Public Comments**

None

**Approval of Minutes**

*Motion:* Moved by Jess Farlow to approve the minutes from the August 29, 2016 CVB Board Meeting. Second by Sharon Cholewinski. **Motion carried**

**New Business**

*Motion:* Moved by Helen Schamberger to approve the purchase of a full page advertisement in the 2017 edition of the Spring/Summer Travel Illinois publication for \$15,766. Second by Sharon Cholewinski.

Helen Schamberger amended her motion to approve the purchase of a full page advertisement on the back cover in the 2017 edition of the Spring/Summer Travel Illinois publication for \$17,383 if it is available. Second by Jess Farlow. **Amended motion carried.**

The board discussed the best placement of the ad.

*Motion:* Moved by Helen Schamberger to approve the purchase of a full page advertisement in the 2017 edition of the Spring/Summer Travel Illinois publication for \$15,766 or the back cover for \$17,383 if available. **Motion Carried**

*Motion:* Moved by Jess Farlow to approve a bid process to replace the furnace and air conditioner unit for the waterworks building. Second by Erin Murphy. **Motion Carried**

Katherine Walker explained to the board why she is asking for approval of a bid to replace the units.

### **Board Member Comments**

Katherine Walker told the board that the state has invited the CVB to the Festival of Lights on the Magnificent Mile in Chicago. Only four out of forty CVBs were given an invitation. It will require an overnight stay. She will plan a promotional giveaway for the leisure show for the shoppers before the parade. Estimated attendance for the event is over 40,000.

Merri Berlage asked the board if the CVB is not in the building next year are they still going to go thru with the replacement of the heating and air units. Katherine Walker read the section of the building agreement that requires the CVB to maintain the building as part of the lease.

Erin Murphy stated that Mallardfest in Hanover went well.

Katherine Walker also stated that she attended the Pumpkinfest in Warren and it too went well.

Merri Berlage announced that the draft of the DMO agreement proposal was sent back to the DMO.

Betsy Achett announced that the work on the new parking space at the Ramada is being done.

Hal Gilpin reminded the board that a special meeting will be held the following week for discussion of the closed session agenda item that could not be discussed at the present meeting.

Helen Schamberger spoke of a meeting she attended in Elizabeth that was presented by the Historic US 20 Association. US 20 is the oldest and longest continuous highway in the US. The purpose is to promote the small towns along the highway with signs similar to the Lincoln Highway. She asked the board to take a look at the project.

### **Public Comments**

None

### **Adjournment**

*Motion:* Moved by Matthew Carroll. *Second:* by Jess Farlow to adjourn the meeting. **Motion carried.** The meeting was adjourned at 3:56 p.m.

Lori Kinnaman

Secretary / Administrative Assistant

Galena/Jo Daviess County Convention & Visitors Bureau

November 2, 2016

Date of Approval