

**REPORT TO THE COUNTY BOARD  
MEETING OF MAY 18, 2004**

**CVB Advisory Board Members:**

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|---|--|
| <input checked="" type="checkbox"/> Joanne Bielenda   | <input checked="" type="checkbox"/> Lara LeGrand |
| <input checked="" type="checkbox"/> Tom Brusch        | <input type="checkbox"/> Mike Murphy             |
| <input checked="" type="checkbox"/> Catherine Cumings | <input type="checkbox"/> John Osmanski           |
| <input type="checkbox"/> Jesse Farlow                 | <input checked="" type="checkbox"/> Cindy Pepple |
| <input type="checkbox"/> Susan Gordy                  | <input type="checkbox"/> Kristine Polo           |
| <input type="checkbox"/> Jan Harris                   |  |
| <input checked="" type="checkbox"/> Joel Holland      |  |
| <input type="checkbox"/> Gerri Lamparelli             |  |

**CVB Staff:**

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> John Mazor    | <input type="checkbox"/> Tracy Furlong |
| <input checked="" type="checkbox"/> Melosa Belger | <input type="checkbox"/> Betsy Eaton   |
| <input checked="" type="checkbox"/> Nancy Breed   |  |
| <input type="checkbox"/> Marsha Cordle            |  |

**GUESTS:**

Lyn Cook

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In the absence of Chairperson Osmanski, CVB Advisory Board member Cindy Pepple called the meeting to order at 6:12 pm. **Lacking a quorum, all motions are recommendations only.**

**WELCOME AND INTRODUCTIONS**

Pepple asked the CVB Advisory Board and guests to introduce themselves.

**PUBLIC COMMENTS**

None

**MINUTES OF APRIL 20, 2004 MEETING**

Brusch moved to accept the April 20, 2004 minutes as presented; Bielenda seconded. Motion carried.

## **BUREAU REPORTS**

### **Financial & Staff Month-end Reports:**

Breed noted the Hotel/Motel tax collection measurement for YTD03 listed under Leisure Travel Marketing on the April Month End report is captured 12 months after the fact, therefore, it includes annual payers and chronic delinquents. YTD 04 does not include those comparables, hence a variance in the dollar amounts.

Breed reviewed the Financial Accrual Report, mentioning revenue line item 34710 State Matching Grants. She stated we received exciting news from the state Marketing Partnership Grant manager that there have been significant de-obligations by other bureaus. Since some bureaus can not spend all of the grant money they have been awarded, the state is giving bureaus with projects fitting the guidelines the opportunity to be awarded more grant dollars. She stated that she has been in contact with the state about how to capture those dollars.

She mentioned the LTCB grant revenue line item 39929, noting the state has decided to disperse to the bureaus the extra 2% they can withhold as an administration fee.

Mazor stated the Month-End report is used as a scorecard of keeping track of what we are doing by applying measurements viewed as an overall destination perspective on how things are progressing, as well as a listing of individual activities that have taken place over the course of the last month. He briefly highlighted several items:

1. Launched the new website: now focusing on marketing strategy.
2. E-specials: will discuss later in the meeting.
3. Travel Packages: pleased with the level of participation; there are currently 53 different packages available on the new site.
4. Mazor showed the latest local art through media insert: Carl Johnson's Heightened Beauty.
5. Journalists attending the North American Travel Journalists Association Annual Convention held in Chicago were provided the opportunity to participate in a FAM tour graciously hosted by many of the businesses in the community.
6. The Galena Triathlon and Duathlon is scheduled for this weekend. The staff is working diligently for Saturday's festivities.
7. Community Outreach Program: the final one will be in Hanover on May 19.
8. The Old Market House Visitor Center: The Galena Cultural Arts Alliance has expressed a sincere interest in taking over the operations of the facility effective July 1, 2004. Their vision is to turn it into a center for the arts in the area. Local artists would be able to sell their work and provide demonstrations; visitors would have the opportunity to buy tickets to plays and other activities in the area. They are still working on details with the state to get the contract approved, but are on schedule for July 1<sup>st</sup>.
9. E-mail Marketing: we are in the process of launching the first of a series of E-Newsletters that will go out on a monthly basis to leisure travel prospects. He

invited everyone to sign up online for the E-Newsletter to see what our guests are viewing.

### **ADVISORY BOARD PLANNING RETREAT**

Mazor reiterated the Annual CVB Advisory Board Retreat would be held at Farmer's Guest House Wednesday, May 26, 2004 at 9 A.M. Mazor briefly went over the format of the day and some of the issues that will be discussed. He asked the Board to identify existing enhanced visitor products as homework to be discussed at the retreat.

### **ADDITION OF REAL ESTATE CATEGORY TO WEB SITE**

Mazor stated that under a prior program, real estate was a paid category. When the CVB went to the Basic Services Program that allowed for free recognition of visitor related businesses, it was felt that real estate did not provide a direct service to visitors. Later racking at the Depot Information Center was extended to real estate firms. Mazor stated several realtors have expressed an interest to have expanded promotional opportunities. Their argument is that they often act as concierge for the destination. Often times, people searching for homes in the area come back for years before making a decision. They go through a lot of local information before buying a home.

After a lengthy discussion, Holland made a recommendation to create a special category for Real Estate Businesses on the CVB website only, not to be included in the printed Visitor's Planning Guide. Bruschi seconded. Motion carried with 4 ayes and 1 nay (LeGrand).

### **EXTENSION OF E-SPECIALS**

Mazor stated that E-Specials were created to help during off-season times, not to erode prices. Peak times (weekend and holidays) are blacked out, including May 15<sup>th</sup> through November 1<sup>st</sup>.

Mazor stated that he was approached with a request extend the E-Specials further into June. He asked the Advisory Board for their input and suggestions.

After much discussion, LeGrand recommended extending the E-Specials mid-week only (Sunday-Thursday) until June 17, 2004. Bruschi seconded. Motion carried with 4 ayes and 1 nay (Bielenda).

### **OTHER REPORTS**

**Jo Daviess County:** Bielenda stated the County Board is working on the 2005 budget.

**City of Galena:** Pepple announced the pathway on the levee is almost complete. The ribbon cutting will be at 2 P.M. during the Monday Grand Excursion Celebration.

She mentioned the Blacksmith Shop will be open for the Grand Excursion Celebration.

She stated that phase 7 of the Downtown reconstruction will began next year.

She also mentioned that the motor-coach map holders are in place for easy access for bus drivers.

**Other Villages and Board Members:**

Holland mentioned that he has noticed many people walking in the downtown area enjoying the new green Walking Tour Booklet.

**OTHER BUSINESS/BOARD MEMBER COMMENTS**

None

**PUBLIC COMMENTS**

None

**ADJOURN**

A motion to adjourn was made by Bruschi, seconded by Holland. Motion carried.  
Meeting adjourned at 7:20 p.m.

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**NEXT MEETING:  
6 P.M., TUESDAY, JUNE 15, 2004  
JO DAVIESS COUNTY COURTHOUSE BOARDROOM**

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