

**REPORT TO THE COUNTY BOARD
MEETING OF FEBRUARY 20, 2007**

CVB Advisory Board Members:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Ikhlas, Ahmed | <input type="checkbox"/> Donna Marcotte |
| <input checked="" type="checkbox"/> Jesse Farlow | <input type="checkbox"/> Howard Raber |
| <input checked="" type="checkbox"/> Patricia Goldthorpe | <input checked="" type="checkbox"/> Mary Sheahen |
| <input checked="" type="checkbox"/> Peggy Harmston | <input type="checkbox"/> Emily Stoddard |
| <input checked="" type="checkbox"/> Jan Harris | <input checked="" type="checkbox"/> Sally Toepfer |
| <input type="checkbox"/> Kelly-Train, Mary | |
| <input checked="" type="checkbox"/> Ken LeGrand | |
| <input checked="" type="checkbox"/> Todd Lincoln | |
| <input type="checkbox"/> Annette McLane | |

CVB Staff:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Mary Althof | <input type="checkbox"/> Marsha Cordle |
| <input type="checkbox"/> Melosa Belger | <input checked="" type="checkbox"/> Betsy Eaton |
| <input checked="" type="checkbox"/> Elizabeth Bulasko | <input checked="" type="checkbox"/> Judy Gratton |

GUESTS:

Marvin Schultz

The January 16, 2007 meeting minutes were approved following a motion made by Peggy Harmston and seconded by Jan Harris. The motion carried by voice vote.

CALL TO ORDER

Vice chairperson Goldthorpe called the meeting to order at 6:00 p.m.

ROLL CALL

Roll call was answered as follows: Present-Ikhlal Ahmed, Jesse Farlow, Patricia Goldthorpe, Peggy Harmston, Jan Harris, Ken LeGrand, Todd Lincoln, Mary Sheahen and Sally Toepfer.

Present: 9

CVB Staff present: Mary Althof, Elizabeth Bulasko, Betsy Eaton, and Judy Gratton.

WELCOME AND INTRODUCTIONS

Patricia Goldthorpe welcomed and thanked everyone for attending.

PUBLIC COMMENTS

There were no public comments at this time.

APPROVAL OF MINUTES OF THE JANUARY 16, 2007 MEETING

The January 16, 2007 meeting minutes were approved following a motion made by Peggy Harmston and seconded by Jan Harris. The motion carried by voice vote.

PRESENTATION OF SPRING CAMPAIGN, TDSM

Lee Ann Havenga from Tandem Design Strategic Marketing gave a presentation of the spring campaign. There was discussion on the golf campaign and the board suggestions will be taken into consideration by TDSM. There was also discussion regarding the use of Galena Area Chamber of Commerce gift certificates as the campaign prize. Patricia Goldthorpe thanked TDSM for all their hard work over the past years. She also acknowledged the many awards the CVB has received as a result of TDSM's efforts.

RECAP OF GOVERNOR'S CONFERENCE ON TOURISM

The CVB received an award for the DVD and there is an article in this week's Galena Gazette. This was their biggest year ever for awards submissions and the competition was very stiff. Jan Harris, Patricia Goldthorpe and Judy Gratton commented on their experiences at Governor's Conference.

UPDATE ON BUREAU PROJECTS

- a. **Sky High Campaign:** The Sky High Campaign has had 874 unique visits and 223 potential visitors have registered for the contest.
- b. **Milwaukee TV program:** A crew will be in town Thursday night and Friday night filming a one-half hour TV Show that is shown in Milwaukee. They have 50,000 viewers and show the program twice. It is a husband and wife team and the show is called *For Better or Worse: A Husband and Wife Vacation*. They will be filming the Murder Mystery at the DeSoto House, staying at the Steamboat House, lunch at the Market House, Galena Beads, and Galena Bath & Candle.
- c. **2007 Galena Triathlon/Duathlon:** There are 1,070 athletes registered for the Triathlon.

- d. **Customer Service, Mary Kelly-Train:** Mary has been in communication with Vince and they are talking about March tentatively.
- e. **Return the Train:** Liz Bulasko attended the lunch today and we have information to pass along to everyone. They are waiting for the Amtrak feasibility study to come out. Be vocal to your state legislators.
- f. **Northern Illinois Visitors Guide:** Feel free to take a copy.
- g. **Hotel/Motel Tax:** Recap of FY06 is 1.95% under our FY05 collection. FY 05 was a banner year, so to be down less than 2% is very good.
- h. **City of Galena sales tax:** Sales Tax summary was included in your packet. Through November, 2006 sales tax was up 9% over FY05.

OTHER REPORTS

Jo Daviess County: Sally Toepfer

No report at this time.

City of Galena: Todd Lincoln

There was a nice front page article in the Gazette regarding the sales tax. Much discussion followed regarding privatization of CVB.

Other Jo Daviess Counties:

Ken LeGrand reported that East Dubuque has a new board. East Dubuque has put together a downtown business association as well.

OTHER BUSINESS

There was no other business at this time.

PUBLIC COMMENTS

Marvin Schultz commented that there is a new U.S. Cellular tower in Scales Mound that will provide better cell service. Also, go to the county website to read Building and Zoning minutes regarding Rentech. There may be an opportunity in the next two to three years of 1,000+ construction jobs that will require lodging.

Patricia Goldthorpe asked all board members to be courteous to call or email the CVB Administration office to let the staff know if you will be attending the Advisory Board meetings. It is important that we establish a quorum.

ADJOURN

Following a motion made by Ken LeGrand and seconded by Jan Harris the meeting adjourned at 8:11 p.m.

NEXT MEETING
6:00 P.M., TUESDAY, MARCH 20, 2007
JO DAVIESS COUNTY COURTHOUSE
