

**REPORT TO THE COUNTY BOARD
MEETING OF NOVEMBER 18, 2003**

CVB Advisory Board Members:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Dick Alexander (<i>entered at 5:40pm</i>) | <input checked="" type="checkbox"/> Gerri Lamparelli |
| <input checked="" type="checkbox"/> Joanne Bielenda | <input checked="" type="checkbox"/> John Osmanski |
| <input checked="" type="checkbox"/> Bernie Bosch (<i>entered at 5:35pm</i>) | <input checked="" type="checkbox"/> Cindy Pepple (<i>entered at 5:35pm</i>) |
| <input type="checkbox"/> Fritz Fuchs | <input checked="" type="checkbox"/> Kristine Polo |
| <input checked="" type="checkbox"/> Patricia Goldthorpe | <input checked="" type="checkbox"/> Ed Quigley |
| <input type="checkbox"/> Susan Gordy | <input checked="" type="checkbox"/> Dan Reimer |
| <input checked="" type="checkbox"/> Jan Harris (<i>entered at 6:05pm</i>) | <input checked="" type="checkbox"/> Sandra Wolfram |

CVB Staff:

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

GUESTS:

- Barbara Alexander
Jay Dickerson
Merri Berlage (*entered at 5:55pm*)

Co-Chairman Osmanski called the meeting to order at 5:30pm.

PUBLIC COMMENTS

None

MINUTES OF OCTOBER 21, 2003 MEETING

Goldthorpe moved to accept the October 21, 2003, minutes as presented; Polo seconded. Motion carried.

Pepple and Bosch entered the meeting.

BUREAU REPORTS

Financial & Staff Month-end Reports: Mazor announced year-to-date hotel tax is gaining slightly, down just 5% for the comparable FY02 time period (previously down 8%). He highlighted the goals CVB staff has achieved and surpassed as noted on the month end report.

Alexander entered the meeting.

DISCUSSION: Internet Themed Packages

Mazor stated attendees to the recent Small Lodging and Large Lodging Forums have been given the opportunity to define existing themed package categories which might be used on the new CVB web site. Possible themes include:

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|-------------|-----------------|
| Romance | Fall Color |
| Anniversary | Grand Excursion |
| Birthday | Mid-Week |
| Golf* | |

Advisory Board members added these themes to the list:

- | | |
|------|------------|
| Wine | Farm/ Barn |
|------|------------|

* The difficulty of booking golf dates at local courses was discussed. Several courses do not allow reserved tee times or will not take reservations more than 7 days in advance. In the past, Eagle Ridge courses have not made tee times available to any other lodging properties. Quigley explained Eagle Ridge is reviewing its packaging policy; they anticipate an announcement in early January.

Mazor noted that the anticipated date to go live with the new web site is January 1, 2004. Soon after, training workshops will be held to familiarize the industry of the site's editing capabilities.

RECOGNITION OF BOARD MEMBERS WITH EXPIRING TERMS

Mazor explained that nine board member terms expire this month. The County Board chair makes appointments to fill the vacancies, which will not occur before early December. Some board members whose terms are now expiring may be reappointed.

Mazor presented a token of appreciation to the members whose terms are expiring: a project conceived and produced during their tenure - Vintage White and Vintage Red label Galena Cellars wines promoting the Jo Daviess County visitor experience. Receiving the gift were: Bosch, Fuchs, Goldthorpe, Gordy, Lamparelli, Osmanski, Polo, Reimer, and Wolfram.

OTHER REPORTS

Jo Daviess County: None

City of Galena: Pepple described the concept of an excursion train between Freeport, Galena, and Dubuque. The project has gathered support locally, and has received verbal authorization from the Canadian National Railway.

Berlage entered the meeting.

When asked by Chair Osmanski if she would like to contribute to the discussion, Berlage stated that drastic changes are in store for the county. We must be prepared for change, which will occur at the local, state, and national level.

Other Villages and Board Members: none.

OTHER BUSINESS/BOARD MEMBER COMMENTS

Bielenda added that county residents, businesses and organizations must be creative and inventive to adapt to these upcoming changes.

Pepple noted that the weekend after Columbus Day weekend experienced exceptionally strong retail and restaurant activity, even stronger than Country Fair weekend.

Goldthorpe related an innovative partnership between a Michigan winery and a neighboring pear grower that proved creative collaboration can result in success.

PUBLIC COMMENTS

None

Harris entered the meeting.

Harris noted she is working on a project that fits into the locally produced products category: a garlic farm. She also invited everyone to a new holiday event: Christmas at the Peacock House. It will feature artists' wares and holiday decorations to be held in her Victorian home in Warren December 4-7.

ADJOURN

A motion to adjourn was made by Goldthorpe, seconded by Bosch. Motion carried. Meeting adjourned at 6:18 p.m.

NEXT MEETING:

6 P.M. DECEMBER 16, 2003

JO DAVIESS COUNTY COURTHOUSE BOARDROOM
