

**REPORT TO THE COUNTY BOARD
MEETING OF OCTOBER 31, 2007**

CVB Advisory Board Members:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Ikhlas, Ahmed | <input checked="" type="checkbox"/> Donna Marcotte |
| <input type="checkbox"/> Jamie Carroll | <input type="checkbox"/> Howard Raber |
| <input checked="" type="checkbox"/> Charles Fach | <input checked="" type="checkbox"/> Mary Sheahen |
| <input checked="" type="checkbox"/> Jesse Farlow | <input type="checkbox"/> Carole Shutts |
| <input type="checkbox"/> Patricia Goldthorpe | <input checked="" type="checkbox"/> Emily Stoddard |
| <input checked="" type="checkbox"/> Peggy Harmston | <input checked="" type="checkbox"/> Sally Toepfer |
| <input checked="" type="checkbox"/> Kelly-Train, Mary | |
| <input type="checkbox"/> Ken LeGrand | |
| <input checked="" type="checkbox"/> Annette McLane | |

CVB Staff:

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

GUESTS:

Randy McDaniels, Andrew Bierma, Samantha Preston, Dan Reimer, Tracy Furlong, David Eaton, Stephanie Bauer.

The October 11, 2007 CVB Board meeting minutes and October 25, 2007 CVB Ad Hoc Committee meeting minutes were approved following a motion made by Jesse Farlow and seconded by Mary Kelly-Train. The motion carried by voice vote.

Mary Kelly-Train moved to accept the Jo Daviess County Local Promotion Grant Round 5/2007 CVB staff recommendations for the following New Product Development and Events as presented:

- 1. NPD 07/08; Art Gallery Guide Brochure; Galena Artists' Guild, Inc.; eligible elements total \$2,888.00, funded at 50% = \$1,444.00.**
- 2. EVT 07/11; 2nd Annual Put Your Foot Down Against Violence Run/Walk; Riverview Center, Inc., Choices, and State's Attorney's Office; eligible elements total \$1,430.00, funded at 50% = \$715.00.**
- 3. EVT 07/15; Hunter Fuerste Concert; Galena Foundation; eligible elements total \$6,400.00, funded at 50% = \$3,200.00.**
- 4. EVT 07/14; Galena Oktoberfest; Galena Lions; eligible elements total \$5,745.00, funded at 50% = \$2,872.50.**
- 5. EVT 07/16; Galena Country Fair; Galena Country Fair planning committee; the staff recommendation is not to fund the eligible elements, but to work with the organizers for new marketing efforts.**

Mary Sheahen seconded. The motion carried by voice vote.

Mary Sheahen moved to accept the CVB staff recommendation to award the lowest bidder, Julin Printing Company, for the print bid of 35,000 Calendar of Event brochures consisting of 40 pages + cover at \$6,167.00. Mary Kelly-Train seconded. The motion carried by voice vote.

Peggy Harmston moved to accept the CVB staff recommendation to accept the Event Management Agreement with Lakeshore Athletic Services for the 2008 Galena Triathlon. Donna Marcotte seconded. The motion carried by voice vote.

Peggy Harmston moved to accept the CVB staff recommendation to accept the Letter of Agreement with SignMeUp.com to be the exclusive provider of Online Registration Services for the 2008 Galena Triathlon. Mary Kelly-Train seconded. The motion carried by voice vote.

Mary Kelly-Train moved to accept the 2008 Triathlon and Duathlon Agreement with Apple Canyon Lake. Jesse Farlow seconded. The motion carried by voice vote.

Jesse Farlow moved to accept the proposed budget of \$359,727.96 for the FY08 media campaign proposed by McDaniels Marketing Communications. Mary Kelly-Train seconded. Discussion followed regarding the optional radio advertising and additional agency management fees that would apply and production of radio spots that would be extra. Jesse Farlow amended the motion to accept the proposed budget not to exceed \$365,000.00 for the FY08 media campaign proposed by McDaniels Marketing Communications. Mary Kelly-Train seconded. The amended motion carried by voice vote. The original motion then carried by voice vote.

CALL TO ORDER

Chairperson Stoddard called the meeting to order at 8:34 a.m.

ROLL CALL

Roll call was answered as follows: Present-Ikhtlas Ahmed, Charles Fach, Jesse Farlow, Peggy Harmston, Mary Kelly-Train, Annette McLane, Donna Marcotte, Mary Sheahen, Emily Stoddard and Sally Toepfer.

Present: 10

CVB Staff present: Mary Althof, Melosa Belger and Betsy Eaton.

ESTABLISHMENT OF QUORUM

A quorum was established.

WELCOME AND INTRODUCTIONS

Emily Stoddard welcomed and thanked everyone for attending.

PUBLIC COMMENTS

There were no public comments at this time.

APPROVAL OF MINUTES OF THE OCTOBER 11, 2007 AND OCTOBER 25, 2007 MEETINGS

The October 11, 2007 CVB Board meeting minutes and October 25, 2007 CVB Ad Hoc Committee meeting minutes were approved following a motion made by Jesse Farlow and seconded by Mary Kelly-Train. The motion carried by voice vote.

FINAL REVIEW, DISCUSSION AND POSSIBLE ACTION ON PROPOSED CHANGES TO ARTICLE 5, CHAPTER 13, OF THE HOTEL/MOTEL TAX ORDINANCE, CVB BOARD OF DIRECTORS BY-LAWS AND THE ELECTION PROCESS FOR CVB BOARD MEMBERS.

The draft of the Ordinance amending Sec. 13-201 Board of Directors, of Article V, County Hotel/Motel Operator's Tax, of Chapter 13, of the Code of Ordinances, Jo Daviess County, Illinois and the By-Laws of the Galena/Jo Daviess County Convention & Visitors Bureau Board of Directors were presented to the board for final review. The map of the regional board members and tourist districts needs to be included before being sent to Terry Kurt. The final draft will be sent to the Jo Daviess County Board on November 13, 2007.

DISCUSSION, RECOMMENDATION AND ACTION ON LOCAL PROMOTIONAL GRANT ROUNDS #5 APPLICATIONS

Melosa Belger presented the grant applications to the board. Mary Kelly-Train moved to accept the Jo Daviess County Local Promotion Grant Round 5/2007 CVB staff recommendations for the following New Product Development and Events as presented:

1. NPD 07/08; Art Gallery Guide Brochure; Galena Artists' Guild, Inc.; eligible elements total \$2,888.00, funded at 50% = \$1,444.00.
2. EVT 07/11; 2nd Annual Put Your Foot Down Against Violence Run/Walk; Riverview Center, Inc., Choices, and State's Attorney's Office; eligible elements total \$1,430.00, funded at 50% = \$715.00.
3. EVT 07/15; Hunter Fuerste Concert; Galena Foundation; eligible elements total \$6,400.00, funded at 50% = \$3,200.00.
4. EVT 07/14; Galena Oktoberfest; Galena Lions; eligible elements total \$5,745.00, funded at 50% = \$2,872.50.
5. EVT 07/16; Galena Country Fair; Galena Country Fair planning committee; the staff recommendation is not to fund the eligible elements, but to work with the organizers for new marketing efforts.

Mary Sheahen seconded. The motion carried by voice vote.

DISCUSSION, RECOMMENDATION AND ACTION ON LOCAL PROMOTIONAL GRANT FY08 GUIDELINES

Melosa Belger presented the Local Promotional Grant FY08 Guidelines. The only change is the dates for the grant rounds and award dates on page six of the document.

DISCUSSION, RECOMMENDATION AND ACTION ON 2008 CALENDAR OF EVENTS PRINT BID

Mary Sheahen moved to accept the CVB staff recommendation to award the lowest bidder, Julin Printing Company, for the print bid of 35,000 Calendar of Event brochures consisting of 40 pages + cover at \$6,167.00. Mary Kelly-Train seconded. The motion carried by voice vote.

DISCUSSION, RECOMMENDATION AND ACTION ON CONTRACT WITH LAKE SHORE ATHLETIC FOR 2008 GALENA TRIATHLON/DUATHLON

Peggy Harmston moved to accept the CVB staff recommendation to accept the Event Management Agreement with Lakeshore Athletic Services for the 2008 Galena Triathlon. Donna Marcotte seconded. The motion carried by voice vote.

DISCUSSION, RECOMMENDATION AND ACTION ON CONTRACT WITH SIGNMEUP.COM FOR 2008 GALENA TRIATHLON/DUATHLON

Peggy Harmston moved to accept the CVB staff recommendation to accept the Letter of Agreement with SignMeUp.com to be the exclusive provider of Online

Registration Services for the 2008 Galena Triathlon. Mary Kelly-Train seconded. The motion carried by voice vote.

DISCUSSION, RECOMMENDATION AND ACTION ON CONTRACT WITH APPLE CANYON LAKE FOR 2008 GALENA TRIATHLON/DUATHLON

Mary Kelly-Train moved to accept the 2008 Triathlon and Duathlon Agreement with Apple Canyon Lake. Jesse Farlow seconded. The motion carried by voice vote.

PRESENTATION OF THE FY08 MEDIA PLAN, RANDY MCDANIELS, MCDANIELS MARKETING

Randy McDaniels and Andrew Bierma gave a presentation on the FY2008 Media Plan. The board would like to see a target market analysis report each month.

DISCUSSION, RECOMMENDATION AND ACTION ON PROPOSED FY08 MEDIA PLAN AND MEDIA BUDGET

Jesse Farlow moved to accept the proposed budget of \$359,727.96 for the FY08 media campaign proposed by McDaniels Marketing Communications. Mary Kelly-Train seconded. Discussion followed regarding the optional radio advertising and additional agency management fees that would apply and production of radio spots that would be extra. Jesse Farlow amended the motion to accept the proposed budget not to exceed \$365,000.00 for the FY08 media campaign proposed by McDaniels Marketing Communications. Mary Kelly-Train seconded. The amended motion carried by voice vote. The original motion then carried by voice vote.

OTHER REPORTS

- a. CVB, Executive Director, Betsy Eaton:
 1. The Hotel/Motel Tax Agreement is coming along. It has been forwarded to Terry Kurt and John Cox. It will be brought to the November 28 CVB board meeting for approval. The City of Galena won't actually start the tax collection until January.
 2. Betsy Eaton attended the ICCVB Meeting in Macomb recently. She will now be serving on the Market Illinois state committee.
 3. There will not be a board retreat on November 28. We will schedule one for March, 2008.
 4. The December CVB board meeting will be rescheduled for Tuesday, December 18 at 6:00 p.m. at the Jo Daviess County Courthouse board room.
 5. Betsy Eaton has been in the process of interviewing candidates for the Director of Sales position. She has completed three interviews and will conduct another interview on Friday. Eaton would like two or three board members to give her their input on the candidates overall credentials. Jesse Farlow, Donna Marcotte and Ikhlas Ahmed volunteered to assist Eaton.

6. Industry proofing of the 2008 Visitors Guide is in progress today. The guide will be going to print next week.
7. Betsy Eaton presented the Information Sharing Policy that was effective 3/25/03. In light of recent requests of the CVB office this policy needs to be updated. After much discussion the board decided to contact Terry Kurt regarding legalities of the Freedom of Information Act. The consensus of the board was that since we have never had a request like this in the past, and since we have never given this type of information out in the past, we cannot give it out now. Organizations can feel free to go to our website or to the current Visitors Guide for this information.

- b. Jo Daviess County, Sally Toepfer: No report.
- c. City of Galena, Charles Fach: No report.
- d. Other Jo Daviess County communities: No report.

OTHER BUSINESS

There was no other business at this time.

PUBLIC COMMENTS

There were no public comments at this time.

ADJOURN

In the absence of Chairman Stoddard, Mary Kelly-Train adjourned the meeting at 11:03 a.m.

NEXT CVB BOARD MEETING
8:30 A.M., WEDNESDAY, NOVEMBER 28, 2007
JO DAVIESS COUNTY COURTHOUSE
