

**REPORT TO THE COUNTY BOARD
MEETING OF AUGUST 15, 2006**

CVB Advisory Board Members:

- | | |
|---------------------------------------------------------|------------------------------------------------------|
| <input checked="" type="checkbox"/> Jesse Farlow | <input checked="" type="checkbox"/> Donna Marcotte |
| <input checked="" type="checkbox"/> Patricia Goldthorpe | <input type="checkbox"/> Howard Raber |
| <input checked="" type="checkbox"/> Susan Gordy | <input checked="" type="checkbox"/> Mary Sheahen |
| <input type="checkbox"/> Fred Hansen | <input checked="" type="checkbox"/> Emily Stoddard |
| <input checked="" type="checkbox"/> Peggy Harmston | <input checked="" type="checkbox"/> Terry Stoffregen |
| <input checked="" type="checkbox"/> Jan Harris | |
| <input checked="" type="checkbox"/> Mary Kelly-Train | |
| <input type="checkbox"/> Ken LeGrand | |
| <input checked="" type="checkbox"/> Todd Lincoln | |
| <input type="checkbox"/> Annette McLane | |

CVB Staff:

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

GUESTS

Bill Heinz, Merri Berlage, Lyn Cook, Jay Dickerson, Glen Carlson, Bryant Althof

CALL TO ORDER

Chairperson Stoddard called the meeting to order at 6:00 p.m.

ROLL CALL

Roll call was answered as follows: Present-Jesse Farlow, Patricia Goldthorpe, Susan Gordy, Peggy Harmston, Jan Harris, Mary Kelly-Train, Todd Lincoln, Donna Marcotte, Mary Sheahen, Emily Stoddard and Terry Stoffregen.
Present: 11

CVB Staff present: Mary Althof, Melosa Belger, Elizabeth Bulasko, Marsha Cordle, Betsy Eaton, and Judy Gratton.

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 JULY 18, 2006 AND AUGUST 1, 2006 MEETINGS

The July 18, 2006 and August 1, 2006 meeting minutes were approved with the simple date changes indicated following a motion made by Patricia Goldthorpe and seconded by Jesse Farlow. The motion carried by voice vote.

PRESENTATION OF JO DAVIESS COUNTY TRAIL CONCEPT

Donna Marcotte expressed her vision of 'Happy Trails of Jo Daviess County'. Discussion followed.

DISCUSSION REGARDING PROPOSAL BY GDBA FOR USE OF LOCAL PROMOTIONAL GRANT FUNDS

Bill Heinz talked about GDBA gift certificates and our grant program. Discussion followed.

PRESENTATION OF ADDITIONAL FY06 MARKETING CAMPAIGN

Betsy Eaton explained the additional FY06 marketing campaign. Discussion followed.

UPDATE ON BUREAU PROJECTS

- a. **Customer Service:** Mary Kelly-Train had nothing to report at this time. The committee will get together in September to kick off the process and begin the program in January, 2007.
- b. **Return the Train:** There was a meeting August 8, however, no one was able to attend and Betsy Eaton has not received the notes yet. Merri Berlage reported that all county boards have signed on in support. Eaton added that the 20th Century Rail Club will be bringing the train for Country Fair weekend.
- c. **Triathlon/Duathlon:** Melosa Belger explained the survey that went out to 1,025 athletes which represents all who crossed the finish line. One-third of the athletes responded with all categories in the 80% range. Overall, the results were very good. Economic impact from this event is \$452,000.
- d. **Breathe campaign:** To date there are 1,108 registered for the contest. There have been 20,225 hits with 2,469 unique visitors. 1,310 potential visitors have viewed the video clip.
- e. **Well Preserved campaign:** To date there have been 85 requests. There have been 18,269 hits for the Elevate Your Game unique golf page that was created this spring. Of those, 1,098 were unique visitors.

- f. **RFP for Marketing Agency:** The RFP will go to Development and Planning on August 28 in the form of a draft.
- g. **Launching survey:** An email survey which is a combination of the tracking survey and visitor intercept survey is going out to 6,000 people.
- h. **Chicago Tribune:** Note the benefit of being in the Travel Section vs. Que. The Que goes to the 5 zone area only whereas the Travel Section was full circulation.

OTHER REPORTS

Jo Daviess County: Terry Stoffregen

Terry Stoffregen reported that the 30 day payment period we have been working on for Hotel/Motel tax should be in place next month. The appointments have been made to the Task Force and they will meet the first part of September.

City of Galena: Todd Lincoln

Nancy Lewis was at their last meeting requesting the City to repair the sidewalk at the Depot. It was suggested that the City, Chamber and CVB go at the project together. Lincoln went to the Depot to look at the sidewalk, but didn't see what she was talking about. The City collecting hotel/motel tax may be on the agenda next month. Lincoln also shared the sales tax summary which shows, Galena, Jo Daviess County and combined figures. Sales tax revenue is up a little bit. Betsy Eaton stated the summary is through May. The percent of change shows a 19.1% increase just for the City of Galena. The total sales tax does include Wal-Mart.

Other Jo Daviess Counties:

Jan Harris reported the sidewalk sales were very successful last weekend.

Susan Gordy reported the Sunday USA Today stated attendance at museums is down.

Betsy Eaton reported the Julia Dent Grant Statue unveiling was very well attended. Eaton also reminded everyone to turn in their Basic Service enrollment forms as soon as possible.

Peggy Harmston reported that ABC Channel 5 from Chicago visited Massbach Ridge Winery and took lots of good footage. They also were in Woodbine over the weekend. A link will be on the website and they will email the link to Emily Stoddard.

Betsy Eaton added that she received an email from Al Soloman's boss. He will be here next week and is considering a winter in Galena feature.

Jan Harris added that they have trademarked "Made in Galena" jewelry.

OTHER BUSINESS

Patricia Goldthorpe invited everyone to a Business After Hours at the Goldmoor on August 17 from 5 p.m. to 7 p.m. The ribbon cutting will be at 5:30 p.m. Tour five newly remodeled rooms and six new suites. The grand opening will be September 17.

Jan Harris shared press from Beader's Stash for the Bead Bar. Also press from the November issue of Stringing with Jan's necklace on the cover. She asked if she could frame and put at the Depot. VINO Art' will be opening at noon on August 26. It is the first artist owned wine bar/art gallery in the state of Illinois.

PUBLIC COMMENTS

Merri Berlage reported that they attended an Ag Fun Day. They handed out their farm card and have received three calls from them. When people call they give them the CVB website and invite visitors to stay and relax.

ADJOURN

A motion to adjourn the meeting was made by Patricia Goldthorpe and seconded by Mary Kelly-Train. The motion carried by voice vote. Chairperson Stoddard adjourned the meeting at 8:07 p.m.

NEXT MEETING
6:00 P.M., TUESDAY, SEPTEMBER 19, 2006
JO DAVIESS COUNTY COURTHOUSE
