

**REPORT TO THE COUNTY BOARD  
MEETING OF JANUARY 20, 2004**

**CVB Advisory Board Members:**

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|--|---|
| <input checked="" type="checkbox"/> Dick Alexander ( <i>entered 7:00pm</i> ) | <input checked="" type="checkbox"/> Lara LeGrand  |
| <input checked="" type="checkbox"/> Joanne Bielenda                          | <input checked="" type="checkbox"/> Mike Murphy   |
| <input checked="" type="checkbox"/> Tom Brusch                               | <input type="checkbox"/> John Osmanski            |
| <input checked="" type="checkbox"/> Jesse Farlow                             | <input checked="" type="checkbox"/> Cindy Pepple  |
| <input type="checkbox"/> Susan Gordy   | <input checked="" type="checkbox"/> Kristine Polo |
| <input checked="" type="checkbox"/> Jan Harris                               | <input type="checkbox"/> Ed Quigley               |
| <input checked="" type="checkbox"/> Joel Holland                             |   |
| <input checked="" type="checkbox"/> Gerri Lamparelli                         |   |

**CVB Staff:**

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

**GUESTS:**

None

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**The CVB Advisory Board recommends approval for an additional 785,000 Mini-Magazine inserts; distributed in Chicago, Minneapolis, Des Moines, Quad Cities and Madison Newspapers for the month of June. This is a supplement to the FY04 Media Schedule.**

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Chairperson Osmanski was unable to attend the board meeting. Mazor stated according to Roberts Rules of Order in the lack of having a presiding Chairperson the voting members of a board can temporary elect a chairperson to preside over the current meeting. Brusch nominated Cindy Pepple. LeGrand seconded. The vote was unanimous in favor of the nomination. Cindy Pepple accepted the position as temporary Chairperson and called the meeting to order at 6:07 P.M.

**WELCOME AND INTRODUCTIONS**

With several new CVB Advisory Board members present, Pepple asked everyone around the table to introduce themselves.

## **PUBLIC COMMENTS**

None

## **MINUTES OF DECEMBER 16, 2003 MEETING**

Lamparelli moved to accept the December 16, 2004 minutes as presented; Polo seconded. Motion carried.

## **BUREAU REPORTS**

**Financial & Staff Month-end Reports:** Mazor gave a detailed explanation of year-end financial reports and the impact of changing from a cash basis to an accrual system in the county's accounting procedures. He explained in detail the month-end report and asked the board for questions and comments.

## **2004 GOVERNOR'S CONFERENCE ON TOURISM**

Breed gave an overview of the Governor's Conference and encouraged everyone to attend. The conference is scheduled for March 29-31, 2004 in Chicago. She mentioned that all board members interested in attending need to commit by Friday, January 30<sup>th</sup> to receive the early bird registration fees.

## **COMMUNITY OUTREACH PROGRAM**

Mazor discussed plans for the Community Outreach program, an item conceptualized during the 2003 CVB Board planning retreat. The Visitor Services Manager (Betsy Eaton) and the Director of Communication (Beverly VanDerZyl) have developed a plan to connect communities to tourism opportunities.

Eaton began by reading the objective: Connect Jo Daviess county residents and community leaders to the visitor industry by presenting an overview of Galena/Jo Daviess County Convention & Visitors Bureau (CVB) programs. Assist communities with developing and growing tourism-related opportunities.

Eaton gave a brief outline of the presentation.

Presentation tools: advertising samples, group sales campaigns, Midwest Living article, Visitor's Planning Guide, Illustrated Maps, Calendar of Events, Things to Do, Mini Magazine, 24/7 Hotline magnets, photos from binders, and samples of rack brochures.

List of Topics: Basic Services Program components, Event promotion, Group Sales opportunities, Public Relations opportunities, CVB marketing efforts, Visitor Services opportunities and unmanned Kiosks throughout the county.

Eaton stated that the CVB will have a booth at the Galena Area Chamber of Commerce Tradeshow at the Galena Convention Center on March 6, 2004 and have already scheduled a presentation in East Dubuque with the help of CVB Board member Gerri Lamparelli. Eaton asked the CVB Advisory Board members who live in the targeted communities to help organize gatherings for the presentation.

## **ADJUSTMENTS TO THE FY04 MEDIA SCHEDULE**

Mazor gave a brief history of how the media schedule was formed. He explained that the discussion of major markets started at the 2003 Planning Retreat. Major Market information is given to the marketing agency to make a plan that meets those marketing allocations. The media plan is then brought to the CVB Advisory Board for comments. Then it goes to the County Planning and Development Committee and from there to the County Board for approval and the appropriation of funds for the entire year.

Mazor stated the financial position of the CVB had recently been reviewed. Based on the fact that revenues exceeded expenses for this fiscal year, it has created an opportunity to examine the current media schedule and enhance it with some additional efforts.

He is seeking confirmation for additional expenditures for a freestanding Mini-Magazine insert, similar to the very successful approach undertaken last year in the Chicago Tribune. The County has already approved 500,000 of the inserts scheduled to run in June 2004. Mazor discussed expanding the June project to increase the inserts to 1,000,000 in Chicago and 285,000 in Minneapolis, Des Moines, Quad-Cities, and Madison newspapers. In addition, he suggested adding 500,000 inserts in the Chicago Tribune in August 2004.

After some discussion, Bruschi made a motion to accept the increase of 785,000 Mini-Magazine inserts for the June media schedule. Farlow seconded. Motion carried.

*(Alexander entered at 7:00 P.M.)*

## **ADVISORY BOARD PLANNING RETREAT**

Mazor mentioned that it is time to start thinking about the Advisory Board Planning Retreat. He highlighted some of the strategic and governance issues of the past Advisory Board Planning retreats. He asked the board to think about expectations for this year's planning retreat and to formalize a date and schedule at the next board meeting.

## **OTHER REPORTS**

**Jo Daviess County:** Alexander stated the County had nothing to report.

**City of Galena:** Pepple mentioned that the City of Galena met with the CVB Liaison Committee. There was discussion about policy guidelines for film companies working in the Galena area.

She reported that the third quarter resulted in record sales tax for the downtown area of Galena.

### **Other Villages and Board Members:**

Holland mentioned he saw an article about Romantic Getaways with Galena being one of the featured cities in Money Magazine.

Lamparelli acknowledged the Community Outreach Presentation will be held at the Captain Merry Guest House. They are planning a sit-down dinner with wine. The date will be determined.

Cordle passed around the new Passport, a value-added card. She stated it is designed to promote motorcoach overnight stays. The Passport program will also help build the motorcoach operators database and track the number of motorcoach visitors.

Mazor handed out the new 2004 Calendar of Events, Calendar Card and the new Wedding Packet.

**OTHER BUSINESS/BOARD MEMBER COMMENTS**

None

**PUBLIC COMMENTS**

None

**ADJOURN**

A motion to adjourn was made by Bruschi, seconded by Polo. Motion carried.  
Meeting adjourned at 7:25 p.m.

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**NEXT MEETING:**

**6 P.M., TUESDAY, FEBRUARY 17, 2004**

**JO DAVIESS COUNTY COURTHOUSE BOARDROOM**

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