

**REPORT TO THE COUNTY BOARD
MEETING OF APRIL 18, 2006**

CVB Advisory Board Members:

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

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 checked="" type="checkbox"/> Cynthia Schlichting |

GUESTS

Merri Berlage, Jim Sebanc, Lyn Cook

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, Fred Hansen, Peggy Harmston, Jan Harris, Mary Kelly-Train, Mat Kluesner, Ken LeGrand, Todd Lincoln, Annette McLane, Donna Marcotte, Howard Raber, and Emily Stoddard.

Present: 14

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

WELCOME AND INTRODUCTIONS

Emily Stoddard welcomed board members and introduced CVB staff member, Cynthia Schlichting.

PUBLIC COMMENTS

There were no public comments at this time.

APPROVAL OF MINUTES OF THE MARCH 21, 2006 MEETING

The March 21, 2006 meeting minutes were approved as presented following a motion made by Patricia Goldthorpe and seconded by Jesse Farlow. The motion carried by voice vote.

DISCUSSION REGARDING 2007 ILLINOIS GOVERNOR’S CONFERENCE ON TOURISM EXPENSES

A motion to budget for three CVB Advisory Board members a year to attend the 2007 Governor’s Conference at half price was made by Emily Stoddard. The motion died for lack of a second.

A motion to budget for five CVB Advisory Board members a year to attend the 2007 Governor’s Conference at full price was made by Emily Stoddard and seconded by Jesse Farlow. After some discussion, Kenny LeGrand amended the motion for five CVB Advisory Board members a year to attend Governor’s Conference at full price with each year being open to five people who have not gone before. The motion failed by a voice vote. Ayes: 0. Nays: 13. Absent – Todd Lincoln. Absent: 1.

There was a lengthy discussion of the CVB paying for registration only and participants being responsible for hotel and transportation expenses. This will reduce CVB expenses for Governor’s Conference by 50%. A motion to have the CVB pay the registration cost only for all CVB Advisory Board Members to attend the 2007 Governor’s Conference was made by Susan Gordy and seconded by Mary Kelly-Train. The motion carried by voice vote.

DISCUSSION REGARDING CVB BASIC SERVICES PROGRAM OUT OF COUNTY FEES

A motion to approve the CVB staff recommendation to increase the out-of-county visitor related businesses (excluding lodging) Basic Services Program fee to \$500.00 per year was made by Emily Stoddard and seconded by Howard Raber. The motion carried by voice vote.

OVERVIEW OF CVB MEETING AND MOTORCOACH SALES PROGRAM

Marsha Cordle gave a presentation on her CVB meeting and motor coach program.

UPDATE ON BUREAU PROJECTS

- a. Amtrak service in Illinois initiative:** Betsy Eaton has spoken to Nancy Lewis and there is no update at this time. All Illinois Chambers are working collectively on this venture.
- b. Ad Hoc committee (customer service):** Mary Kelly-Train and Mary Sheahen need to meet and have requested an extension until next month's meeting. The Ad Hoc committee has agreed to meet on Monday, April 24 at 6:00 p.m. at the Farmer's Guest House.
- c. Disney Institute:** Marsha Cordle and Judy Gratton will be attending the Disney Institute in Dubuque tomorrow.
- d. DVD/Video:** The DVD is close to completion.
- e. "Breathing Room" Co-op Ad Campaign:** To date there are 17 participants. The unique URL should be live Thursday.
- f. Triathlon:** To date there are 1,344 athletes registered to participate in the Triathlon. We are expecting the event to fill.

OTHER REPORTS

Jo Daviess County:

Mat Kluesner had nothing to present. There was much discussion regarding the survey that Mat presented to the county board at their April meeting.

City of Galena:

Todd Lincoln informed us that the sales tax info Betsy Eaton requested is in his office file. He will drop off tomorrow. Granted carriage rides, extended hours. The shuttle is still an issue and will be addressed later. Zoning is still an issue as well.

Other Jo Daviess Counties:

Susan Gordy reported that the Apple River Fort is now open seven days a week beginning April 17 and they will be hiring five seasonal staff. Their brochure has been approved for four Northern Illinois tourism information centers to receive.

Ken LeGrand reported on the East Dubuque TIF district. The final review is in July and should be set up by the end of that month.

Marsha Cordle reported on the Jo Daviess County Leadership BBQ at the Bend event on July 15. Sponsorship is available and they are looking for donations for the auction. To register contact Emily Stoddard.

Jan Harris was awarded a grant for new business development for her new wine bar and art gallery in Warren. This was the first NWREC grant awarded in Jo Daviess County. If you know anyone interested in a grant request a business card from Betsy Eaton.

OTHER BUSINESS

There was no other business at this time.

PUBLIC COMMENTS

Merri Berlage stated again that she feels very good about this board and the positive move forward in the past months.

ADJOURN

Chairperson Stoddard adjourned the meeting at 7:42 p.m.

NEXT MEETING
5:30 P.M., TUESDAY, MAY 16, 2006
OLD TRAIN DEPOT VISITOR INFORMATION CENTER
