

**REPORT TO THE COUNTY BOARD  
MEETING OF MARCH 19, 2002**

**CVB Advisory Board Members:**

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|---|--|
| <input type="checkbox"/> Karen Allen                    | <input checked="" type="checkbox"/> Susan Gordy (6:10) |
| <input type="checkbox"/> Gerald Bausman                 | <input type="checkbox"/> Lyndi Huotari                 |
| <input checked="" type="checkbox"/> Merri Berlage       | <input type="checkbox"/> John Osmanski                 |
| <input checked="" type="checkbox"/> Bernie Bosch        | <input type="checkbox"/> Cindy Pepple                  |
| <input checked="" type="checkbox"/> Fritz Fuchs         | <input checked="" type="checkbox"/> Dan Reimer         |
| <input checked="" type="checkbox"/> Mark Gallagher      | <input checked="" type="checkbox"/> Mike Scholz        |
| <input checked="" type="checkbox"/> Patricia Goldthorpe | <input type="checkbox"/> Judy VenHuizen                |

**CVB Staff:**

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> John Mazor  | <input checked="" type="checkbox"/> Melosa Belger |
| <input checked="" type="checkbox"/> Nancy Breed |   |

**GUESTS:**

Lyn Cook	Terry Miller
Dave Decker	Marvin Schultz
Nancy Lewis	

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**The CVB Advisory Board recommends approval of five Local Promotion Grants for a total of \$26,309, and movement of funds within the CVB budget to cover the shortfall in the grant line item:**

- 02/05 Tri-State Christian School: Field of Dreams Day in Galena; \$150
- 02/06 City of Galena: Reconstruction Special Promotion Campaign; \$20,000
- 02/07 Galena State Historic Sites: Caroling at the Old Market House; \$1,075
- 02/08 Village of Scales Mound: Addition to Welcome Signage; \$875
- 02/09 Apple River Fort Foundation: Special Event September 7-8, 2002; \$4,209

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Chairperson Goldthorpe called the meeting to order at 6:05pm.

**LOCAL PROMOTION GRANT REVIEWS**

Five applications were received in the second of four grant rounds for fiscal year 2002.

(Susan Gordy entered at 6:10)

**Grant 02/05** Tri-State Christian School: Field of Dreams Day in Galena; presented by Nancy Lewis.

**Grant 02/06** City of Galena: Reconstruction Special Promotion Campaign; presented by Dave Decker

**Grant 02/07** Galena State Historic Sites: Caroling at the Old Market House; presented by Terry Miller

**Grant 02/08** Village of Scales Mound: Addition to Welcome Signage; presented by Marv Schultz

**Grant 02/09** Apple River Fort Foundation: Special Event Sept. 7-8, 2002; presented by Susan Gordy

Bosch recommended approval of all five-grant applications for a total of \$26,309.00. Berlage seconded. Since the available funds for this grant round total \$19,956.65, Berlage recommended amending the motion to move money to the grant line item to cover the shortfall. Fuchs seconded. Amendment carried. Amended motion carried with 7 ayes, 1 abstention (Gordy).

#### **MINUTES OF FEBRUARY 19, 2002 MEETING**

Berlage moved to accept the minutes of the February 19, 2002 meeting; Gallagher seconded. Motion carried.

#### **PRESENTATION OF FINANCIAL REPORTS**

Fuchs asked how the financial report is created. He noted a formula mistake in a line item on the report. Mazor commented that administering a \$1.5 million budget from an Excel spreadsheet is difficult and maintaining two sets of “books” is a dangerous practice. He noted that the county should have a new financial management system in place by the beginning of FY03.

#### **STRATEGIC TOURISM PLANNING**

Mazor presented his summary of the CVB Board retreat; topics included the 20 Objectives, the CVB’s Strategic Plan and Roles & Responsibilities.

#### **CVB STAFF REPORT**

Mazor discussed the Galena/Jo Daviess County CVB Strategic Plan, identifying the five strategic areas of the program as follows:

1. Leisure Travel
2. Event Planning
3. Meetings & Conventions
4. Community Outreach
5. Visitor Services

Mazor discussed the RFP for Tourism Consulting/ Agency Services.

Breed passed around an Associated Press article about Galena; it has appeared in newspapers all over the United States (including Michigan, Utah, New Hampshire,

Texas) and Puerto Rico. She also showed several other editorial spots we have recently received.

**OTHER REPORTS**

**County Board:** Berlage reported the County has hired an Economic Development Coordinator. Her name is Janet Anderson from the Moline/Quad Cities area.

**City of Galena:** Pepple was not present.

Board members discussed the purpose of individual village reports and how to be more inclusive of all towns in the County.

**OLD BUSINESS:** None

**NEW BUSINESS:** None

After board member and public comments, a motion to adjourn was made by Bosch; seconded by Berlage. Motion carried. Meeting adjourned at 9:00 pm.

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**NEXT MEETING:  
6 P.M. APRIL 16, 2002  
JO DAVIESS COUNTY COURTHOUSE BOARDROOM**

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