

**REPORT TO THE COUNTY BOARD  
MEETING OF OCTOBER 21, 2008**

**CVB Advisory Board Members:**

- |                                                          |                                                                        |
|----------------------------------------------------------|------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Ahmed, Ikhlas        | <input checked="" type="checkbox"/> Kelly-Train, Mary                  |
| <input type="checkbox"/> Checker, Janet                  | <input checked="" type="checkbox"/> Marcotte, Donna                    |
| <input checked="" type="checkbox"/> DuBois, Leslie       | <input checked="" type="checkbox"/> McCaw, Frank                       |
| <input type="checkbox"/> Fach, Charles                   | <input checked="" type="checkbox"/> Murphy, Erin                       |
| <input checked="" type="checkbox"/> Farlow, Jess         | <input checked="" type="checkbox"/> Osmanski, John                     |
| <input type="checkbox"/> Forsberg, Mary (excused)        | <input checked="" type="checkbox"/> Toepfer, Sally (arrived 6:05 p.m.) |
| <input checked="" type="checkbox"/> Goldthorpe, Patricia | <input type="checkbox"/> Wolfram, Sandy (excused)                      |
| <input type="checkbox"/> Hillard, Patricia (excused)     |                                                                        |

**CVB Staff:**

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

**GUESTS:** Randy McDaniels, Dan Reimer, Sarah Dickinson and Kathie Farlow

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**The September 16, 2008 CVB Board meeting minutes were approved as presented following a motion made by Donna Marcotte and seconded by Mary Kelly-Train. The motion carried by unanimous voice vote.**

**The October 2, 2008 CVB Board special meeting minutes were approved as presented following a motion made by John Osmanski and seconded by Jess Farlow. The motion carried by unanimous voice vote.**

**The October 9, 2008 CVB Board special meeting minutes were approved as presented following a motion made by John Osmanski and seconded by Jess Farlow. The motion carried by unanimous voice vote.**

**John Osmanski made a motion to accept the CVB staff recommendation to change the Local Promotional Grant FY09 Guidelines as read. The motion was seconded by Ikhlas Ahmed. In favor were: Ahmed, DuBois, Goldthorpe, Kelly-Train, Marcotte, McCaw, Osmanski and Toepfer. Opposed were: Farlow and Murphy. The motion passed.**

**John Osmanski made a motion to change the route of the 2009 Galena Triathlon/Duathlon. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.**

**John Osmanski made a motion to accept the contract with Lakeshore Athletic Services for the 2009 Triathlon/Duathlon. The motion was seconded by Jess Farlow. The motion passed by unanimous voice vote.**

**Donna Marcotte made a motion to accept the contract with Signmeup.com for the 2009 Galena Triathlon/Duathlon. The motion was seconded by John Osmanski. The motion passed by unanimous voice vote.**

**Mary Kelly-Train made a motion to accept the contract with Apple Canyon Lake for the 2009 Galena Triathlon/Duathlon. The motion was seconded by Jess Farlow. The motion passed by unanimous voice vote.**

**Erin Murphy made a motion to go into closed session at 7:42 p.m. The motion was seconded by Donna Marcotte. The motion carried by voice vote.**

**John Osmanski made a motion to return to open session at 8:32 p.m. The motion was seconded by Jess Farlow. The motion carried by voice vote.**

**John Osmanski moved to adjourn the meeting at 8:35 p.m. The motion was seconded by Ikhlas Ahmed. The motion carried by voice vote.**

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## **CALL TO ORDER**

Patricia Goldthorpe called the meeting to order at 6:00 p.m.

## **ROLL CALL**

Roll call was answered as follows: Present-Ikhlas Ahmed, Leslie DuBois, Jess Farlow, Patricia Goldthorpe, Mary Kelly-Train, Donna Marcotte, Frank McCaw, Erin Murphy, John Osmanski, and Sally Toepfer (arrived 6:05 p.m.). Present: 10

Absent: Janet Checker, Charles Fach, Mary Forsberg, Patricia Hillard and Sandy Wolfram. Absent: 5

CVB Staff present: Betsy Eaton, Mary Althof, Melosa Belger, Celestino Ruffini and Judy Gratton.

## **ESTABLISHMENT OF QUORUM**

A quorum was established.

## **WELCOME AND INTRODUCTIONS**

Patricia Goldthorpe welcomed and thanked everyone for attending.

## **PUBLIC COMMENTS**

There were no public comments at this time.

## **APPROVAL OF MINUTES OF THE SEPTEMBER 16, 2008 MEETING**

The September 16, 2008 CVB Board meeting minutes were approved as presented following a motion made by Donna Marcotte and seconded by Mary Kelly-Train. The motion carried by unanimous voice vote.

## **APPROVAL OF MINUTES OF THE OCTOBER 2, 2008 SPECIAL MEETING**

The October 2, 2008 CVB Board special meeting minutes were approved as presented following a motion made by John Osmanski and seconded by Jess Farlow. The motion carried by unanimous voice vote.

## **APPROVAL OF MINUTES OF THE OCTOBER 9, 2008 SPECIAL MEETING**

The October 9, 2008 CVB Board special meeting minutes were approved as presented following a motion made by John Osmanski and seconded by Jess Farlow. The motion carried by unanimous voice vote.

## **PRESENTATION OF FY09 MARKETING AND MEDIA SCHEDULE BY MCDANIELS MARKETING**

Randy McDaniels gave a presentation on the FY09 Marketing and Media schedule for the Meeting and Motorcoach Program which included the December 2008 – November 2009 Budget Breakdown, 2008 Electronic Media Expenditures and Added Value, December 2008 – November 2009 Meetings and Motorcoach Budget Breakdown, December 2008 – November 2009 Meetings and Motorcoach Media Overview and the E-Newsletter Schedule.

## **UNFINISHED BUSINESS**

There was no unfinished business at this time.

## **NEW BUSINESS**

### **REPORT FROM EVENT PLANNING AND MANAGEMENT COMMITTEE, PATRICIA HILLARD, CHAIRPERSON**

In the absence of Patricia Hillard, Betsy Eaton gave the report from the Event Planning and Management Committee.

#### **A. DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON LOCAL PROMOTIONAL GRANT FY09 GUIDELINES**

Eaton explained the proposed changes to the FY09 grant guidelines. Sally Toepfer pointed out that *CVB Advisory Board* needs to be changed to *CVB Board of Directors* in several places on page 6. Those changes will be made. John Osmanski made a motion to accept the CVB staff recommendation to change the Local Promotional Grant FY09 Guidelines as read. The motion was seconded by Ikhlas Ahmed. In favor were: Ahmed, DuBois, Goldthope, Kelly-Train, Marcotte, McCaw, Osmanski and Toepfer. Opposed were: Farlow and Murphy. The motion passed.

#### **B. DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON CHANGING THE ROUTE OF THE 2009 GALENA TRIATHLON/DUATHLON**

Tom Cooney from Lakeshore Athletic Services will come out and map a route that will finish the race at Eagle Ridge Resort & Spa. Joe Mattingly from the GTA is open to this change. Eagle Ridge will partner and co-sponsor the event. John Osmanski made a motion to change the route of the 2009 Galena Triathlon/Duathlon. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.

#### **C. DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON CONTRACT WITH LAKESHORE ATHLETIC FOR 2009 GALENA TRIATHLON/DUATHLON**

John Osmanski made a motion to accept the contract with Lakeshore Athletic Services for the 2009 Triathlon/Duathlon. The motion was seconded by Jess Farlow. The motion passed by unanimous voice vote.

**D. DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON CONTRACT WITH SIGNMEUP.COM FOR 2009 GALENA TRIATHLON/DUATHLON**

Donna Marcotte made a motion to accept the contract with Signmeup.com for the 2009 Galena Triathlon/Duathlon. The motion was seconded by John Osmanski. The motion passed by unanimous voice vote.

**E. DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON CONTRACT WITH APPLE CANYON LAKE FOR 2009 GALENA TRIATHLON/DUATHLON**

Mary Kelly-Train made a motion to accept the contract with Apple Canyon Lake for the 2009 Galena Triathlon/Duathlon. The motion was seconded by Jess Farlow. The motion passed by unanimous voice vote.

**REPORT FROM COMMUNITY OUTREACH COMMITTEE, DONNA MARCOTTE, CHAIRPERSON**

Donna Marcotte reported that the invitations for the 2008 Basic Services Member Annual Meeting have been mailed. Be sure to call your area constituents to personally invite them to this event if you have not done so already. Tom Rivera will be the guest speaker and he will be volunteering his time. The menu has also been finalized.

**REPORT FROM THE VISITOR SERVICES COMMITTEE, LESLIE DUBOIS, CHAIRPERSON**

Leslie DuBois reported that the committee met on October 16, 2008. They discussed ways in which to better communicate hours of operation for historical sites, parking, and public restroom locations with visitors. There will be a page with this detail on our new website. They also looked at the visitor complaint policy and are reviewing that policy. There is not another meeting scheduled at this time.

**DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON CVB FY09 PLAN OF ACTION**

Since there has been no contract for FY09 forwarded to the CVB from the City of Galena there was no discussion on a CVB FY09 Plan of Action.

## **OTHER REPORTS**

**a. CVB Board of Directors Chairperson: Patricia Goldthorpe:**

- 1) There is an Ad Hoc Committee meeting scheduled for Monday, October 27, 2008 at 1:00 p.m. at Eagle Ridge Resort & Spa.
- 2) There will possibly be a full board meeting on October 30, 2008 if we need to make any decisions regarding a contract with the City of Galena. Goldthorpe has requested that all communication from the City of Galena be in writing to eliminate any confusion.

**b. CVB Executive Director: Betsy Eaton:**

- 1) Hotel/Motel tax revenue through August is ahead of 2007 by 1.88%
- 2) City of Galena Sales Tax comparison through July is 2.99% ahead of the previous year.
- 3) Financial information through August 31 is in your board packet. Copies of the County financial report are also included.
- 4) We have received requests for the Community Grant Program from all communities except for Menominee.
- 5) Governor's Conference is scheduled for March 4 - 6, 2009 at the Fairmont Hotel in Chicago. Registration is \$335 per person; if three or more attend there is a 10% reduction in the registration fee. The hotel room rate is \$179 and it is \$49 per day for parking.
- 6) Liz Bulasko, Celestino Ruffini and Betsy Eaton attended ICCVB meetings in Crystal Lake last week.

**c. Jo Daviess County: Sally Toepfer:** The Frentress Homestead has approached the county as a prospective spot for a tourist information center.

**d. City of Galena: Charles Fach:** No report.

**e. Other Jo Daviess County communities:** No report.

## **CLOSED SESSION**

Erin Murphy made a motion to go into closed session at 7:42 p.m. The motion was seconded by Donna Marcotte. The motion carried by voice vote.

John Osmanski made a motion to return to open session at 8:32 p.m. The motion was seconded by Jess Farlow. The motion carried by voice vote.

## **POSSIBLE ACTION AS A RESULT OF CLOSED SESSION ITEMS**

There was no action as a result of the closed session.

*These minutes are not the official record until final approval at the next County Board or committee meeting and all minutes may be changed until officially approved.*

**BOARD MEMBER COMMENTS**

There were no board member comments at this time.

**PUBLIC COMMENTS**

There were no public comments at this time.

**ADJOURN**

John Osmanski moved to adjourn the meeting at 8:35 p.m. The motion was seconded by Ikhlas Ahmed. The motion carried by voice vote.

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**NEXT CVB BOARD MEETING  
2008 BASIC SERVICES MEMBER ANNUAL MEETING  
5:30 P.M., THURSDAY, NOVEMBER 6, 2008  
EAGLE RIDGE RESORT & SPA**

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