



**REPORT TO THE COUNTY BOARD
MEETING OF OCTOBER 20, 2009**

CVB Board of Directors Members:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Ahmed, Ikhlas | <input checked="" type="checkbox"/> Osmanski, John |
| <input checked="" type="checkbox"/> Farlow, Jess | <input checked="" type="checkbox"/> Schultz, Marvin |
| <input type="checkbox"/> Kelly-Train, Mary | <input type="checkbox"/> Wackerlin, Tess |
| <input checked="" type="checkbox"/> Larson, Chris | <input type="checkbox"/> Wolfram, Sandy |
| <input checked="" type="checkbox"/> Murphy, Erin | |

CVB Staff:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Althof, Mary | <input type="checkbox"/> Ruffini, Celestino |
| <input checked="" type="checkbox"/> Belger, Melosa | <input checked="" type="checkbox"/> Scholz, Mike |
| <input checked="" type="checkbox"/> Gratton, Judy | |

GUESTS: Dorian Dickinson, Kathie Farlow and Dan Reimer.

John Osmanski made a motion to accept the September 15, 2009 meeting minutes as presented. The motion was seconded by Ikhlas Ahmed. The motion passed by unanimous voice vote.

John Osmanski made a motion to accept the September 23, 2009 meeting minutes as presented. The motion was seconded by Chris Larson. The motion passed by unanimous voice vote.

Erin Murphy made a motion to accept the CVB staff recommendation to accept the changes to the FY2010 JDC Promotional Grant Guidelines as presented. The motion was seconded by John Osmanski. The motion passed by unanimous voice vote.

John Osmanski made a motion to recommend the Ad Hoc Restructuring Committee recommendation to accept the changes to the ordinance as presented to the Jo Daviess County Board for their approval. The motion was seconded by Ikhlas Ahmed. John

Osmanski then made a motion to amend the original motion to cancel his recommendation and hold off on this item until the November meeting. The motion was seconded by Ikhlas Ahmed. The motion passed by unanimous voice vote.

Ikhlas Ahmed made a motion to adjourn the meeting at 8:42 p.m. The motion was seconded by John Osmanski. The motion carried by unanimous voice vote.

CALL TO ORDER

Jess Farlow called the meeting to order at 6:00 p.m.

ROLL CALL

Roll call was answered as follows: Present- Ikhlas Ahmed, Jess Farlow, Chris Larson, Erin Murphy, John Osmanski and Marvin Schultz. Present: 6

CVB Staff present: Mary Althof, Melosa Belger, Judy Gratton and Mike Scholz.

ESTABLISHMENT OF QUORUM

A quorum was established.

WELCOME AND INTRODUCTIONS

Jess Farlow welcomed the guests in attendance.

PUBLIC COMMENTS

Dorian Dickinson commented that during Oktoberfest weekend he and his wife had the opportunity to visit the Old Train Depot Visitor Information Center. They were there about forty-five minutes; it wasn't a shopping trip. They were very impressed with the way staff was handling a lot of questions and visitors coming in. It's important that the board realize what they saw and the professional approach that they handled it was very reassuring to them as residents. Secondly, the Galena Chamber of Commerce has requested Dorian to consider a nomination to their board which he has accepted contingent upon approval of this CVB board.

APPROVAL OF MINUTES OF THE SEPTEMBER 15, 2009, CVB BOARD MEETING

John Osmanski made a motion to accept the September 15, 2009 meeting minutes as presented. The motion was seconded by Ikhlas Ahmed. The motion passed by unanimous voice vote.

APPROVAL OF MINUTES OF THE SEPTEMBER 23, 2009, CVB BOARD MEETING

John Osmanski made a motion to accept the September 23, 2009 meeting minutes as presented. The motion was seconded by Chris Larson. The motion passed by unanimous voice vote.

REPORT FROM THE AD HOC RESTRUCTURING COMMITTEE

Ikhlas Ahmed reported that the committee met and the overall conclusion was that this is the time that we need to take the board and how we promote tourism to the next level. It is important that the board consist of those people who can really bring the ideas and share the

cause to take tourism to the next level. They all agreed that selecting the members by area does not serve the tourism industry in the best interest. Their recommendation consists of having a seven member board which will be appointed by the existing CVB board and in addition the executive director of the CVB will be included in the voting decision. It is critical from all aspects that this is an executive position. It is important we continue the communication with the executive and the marketing agency on a regular basis and his ideas start to become a part of the voting decision.

REPORT FROM THE EVENT PLANNING AND MANAGEMENT COMMITTEE

The committee did not meet.

REPORT FROM THE MEETING AND CONVENTION MARKETING COMMITTEE

There was no report at this time.

REPORT FROM THE PUBLIC RELATIONS AND LEISURE TRAVEL MARKETING COMMITTEE

There was no report at this time.

REPORT FROM ELECTION COMMITTEE

The election is on hold at this time.

SOTA VENTURE MONTHLY MARKETING UPDATE

Will be discussed in 14 c).

NEW BUSINESS

a) DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON FY2010 JDC PROMOTIONAL GRANT GUIDELINES

Erin Murphy made a motion to accept the CVB staff recommendation to accept the changes to the FY2010 JDC Promotional Grant Guidelines as presented. The motion was seconded by John Osmanski. The motion passed by unanimous voice vote.

b) DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON ADAPTING THE PROPOSED CHANGES RECOMMENDED BY THE RESTRUCTURING AD HOC COMMITTEE TO THE CVB ORDINANCE, SPECIFICALLY, FROM AN ELECTED BOARD TO AN APPOINTED BOARD

John Osmanski made a motion to recommend the Ad Hoc Restructuring Committee recommendation to accept the changes to the ordinance as presented to the Jo Daviess County Board for their approval. The motion was seconded by Ikhlas Ahmed. Marvin Schultz suggested that the ordinance be presented to the County Board with the markup showing the changes. The current by-laws were passed out and will need to be changed as well. After much discussion, Marvin Schultz suggested the restructuring committee meet again to get information from other CVB's and the State's Attorney regarding the issue of the executive director serving on the board and that the by-laws and ordinance be presented together on the agenda for the November meeting. The current board terms will be extended a

month or two. John Osmanski then made a motion to amend the original motion to cancel his recommendation and hold off on this item until the November meeting.

The motion was seconded by Ikhlas Ahmed. The motion passed by unanimous voice vote.

c) **REVIEW OF THE FY2010 MARKETING PLAN**

Dorian Dickinson presented the FY2010 Marketing and Media Budget Breakdown. See attached document.

REPORTS

a) **CVB BOARD OF DIRECTORS CHAIRPERSON: JESS FARLOW**

Jess Farlow commented that he had no problem with Dorian Dickinson running for the Galena Area Chamber of Commerce board. The rest of the board was in agreement with Farlow's comment. The 2009 Basic Services Member Annual Meeting will be held on Tuesday, November 17, 2009 at Chestnut Mountain Resort beginning at 5:30 p.m. An e-blast invite will go out as well as a mailed invitation.

b) **CVB INTERIM EXECUTIVE DIRECTOR: MIKE SCHOLZ**

Mike Scholz reported that he has been working on the FY2010 budget, the quarterly LTCB grant report and working with Celestino getting things organized with the substantial increase in his duties.

CVB STAFF: BELGER, GRATTON AND RUFFINI

Melosa Belger reported that she has been working on the 2010 Calendar of Events, and has started working on the 2010 Triathlon. There is an ad coming out in the November/December 2009 issue of *Chicago Athlete Magazine*. Registration will open January 1, 2010. Sponsorship letters are expected to be mailed out mid-November for all the lodging sponsors.

d) **JO DAVIESS COUNTY: MARVIN SCHULTZ**

Marvin Schultz reported that all the motions that the CVB board took to the County Board were approved. Also the FY2010 budget was approved as presented at the budget committee meeting.

e) **OTHER JO DAVIESS COUNTY COMMUNITIES**

There was nothing to report from other Jo Daviess County communities at this time.

BOARD MEMBER COMMENTS

It was the consensus of the Ad Hoc Restructuring Committee to meet on Wednesday, November 4, 2009 at 5:30 p.m. at Eagle Ridge Resort and Spa.

PUBLIC COMMENTS

Dorian Dickinson commented that when Marvin Schultz introduced the motion to approve sota *Venture* it was seconded by Gavin Doyle and after the vote Doyle spoke again and said he was very pleased sota *Venture* had won the contract; thought that it was going to make a very big impact on the destination and bringing Galena as well as the county back together, working together, because he felt they have a finer touch on the community and a better understanding of what the needs for marketing this destination are.

Mike Scholz suggested we go over the to-dos from this meeting. Someone needs to contact other CVB's that have their executive director as voting members. Scholz will complete this task. We will contact the Galena Gazette tomorrow regarding the FY2010 Basic Service fees. Dorian Dickinson will work with staff to get an e-blast out for the annual meeting.

ADJOURN

Ikhlas Ahmed made a motion to adjourn the meeting at 8:42 p.m. The motion was seconded by John Osmanski. The motion carried by unanimous voice vote.

NEXT CVB BOARD MEETING
2009 BASIC SERVICES MEMBER ANNUAL MEETING
5:30 P.M., TUESDAY, NOVEMBER 17, 2009
CHESTNUT MOUNTAIN RESORT
