

**REPORT TO THE COUNTY BOARD
MEETING OF OCTOBER 19, 2004**

CVB Advisory Board Members:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Joanne Bielenda | <input checked="" type="checkbox"/> Sarah Kluesner (6:30 P.M.) |
| <input type="checkbox"/> Catherine Cumings | <input checked="" type="checkbox"/> Gerry Lamparelli |
| <input checked="" type="checkbox"/> Jesse Farlow | <input checked="" type="checkbox"/> Lara LeGrand |
| <input checked="" type="checkbox"/> Susan Gordy | <input checked="" type="checkbox"/> Mike Murphy (6:50 P.M.) |
| <input type="checkbox"/> Jan Harris | <input checked="" type="checkbox"/> John Osmanski |
| <input type="checkbox"/> Joel Holland | <input type="checkbox"/> Cindy Pepple |
| <input checked="" type="checkbox"/> Dane Jackson | |
| <input type="checkbox"/> Jessica Kilburg | |

CVB Staff:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Melosa Belger | <input type="checkbox"/> Tracy Furlong |
| <input checked="" type="checkbox"/> Nancy Breed | <input checked="" type="checkbox"/> Nancy Lewis |
| <input checked="" type="checkbox"/> Betsy Eaton | |

GUESTS:

Dave Anderson
Merri Berlage
Patricia Goldthorpe

Chairman Osmanski called the meeting to order at 6:05 pm. With a lack of a quorum, agenda items are out of order.

PUBLIC COMMENTS

None

OTHER REPORTS

Jo Daviess County: Jackson stated that everyone is aware of the Jo Daviess County Board and the CVB Advisory Board workshop on Thursday night. Everyone is hopeful that it will go well.

City of Galena: Pepple was not present.

Other Villages and Board Members: Lamparelli mentioned that the Gramarcy Park Gala held at the Bittersweet on the Bluff was a success.

BUREAU REPORTS

Financial & Staff Month-end Reports:

Breed briefly reviewed the financial report. She mentioned a new line labeled 2004 Deferred Revenue was added last month. This is FY04 unearned revenue, generated for 2005 Basic Service Enrollment services. It appears on the 04 budget as a liability and will be adjusted to revenue in 2005.

Breed pointed out an error on the September 04 Month End report: Tourism-Related excerpts from the draft of the Development & Planning committee minutes regarding 05 hotel tax revenue affected by the loss of River Cruises business. The County Administrator has been notified of the correct language: the 05 hotel tax budget reflects FY04 estimated actual revenues less the anticipated loss of hotel/motel tax from River Cruises overnight stays at Chestnut Mountain plus a 2% increase.

Each staff member briefly discussed their projects and accomplishments for the past month.

Eaton stated that ads were placed for the Director of Sales position. The deadline for submitting an application is November 15th.

Sarah Kluesner entered at 6:30 P.M. A quorum was established at that time.

MINUTES OF SEPTEMBER 21, 2004 MEETING

Lamparelli moved to accept the September 21, 2004 minutes as presented; Farlow seconded. Motion carried.

DISCUSSION OF ILLUSTRATED MAP EDIT/REPRINT

Eaton stated that the Illustrated Map brochure will need to be reprinted soon. At the last printing it had been changed to show architectural styles on one side. She proposed changing it back to the way it was in the past with a county map and illustrations of points of interest. She asked the board to contact her with ideas and updates within the next two weeks.

DISCUSSION OF TDSM FY05 CONTRACT

Eaton stated the Tandem Design & Strategic Marketing (TDSM) ad agency contract has been verbally agreed upon through November 30, 2005 with all of the terms and numbers remaining the same as FY04. She will take it forward for final approval.

DISCUSSION OF 2005 2ND TIER CITIES

Eaton stated that TDSM has recommended St. Louis, Madison and Minneapolis for the 2nd tier cities media schedule.

After much discussion, it was decided to research lodgings in the area for their top five markets; Eaton will bring the information back to the board next month.

Eaton displayed the new mini-mag, which will be dropped in the Chicago Tribune on October 24th.

She mentioned that there was a slight fault in the color of one of the picture outlines. We had requested the Trib to correct it and they failed to do so. TDSM negotiated compensation from the Tribune for the mistake. The Chicago Tribune will provide us with a \$16,000 ad for free in the November 28th Sunday Magazine Holiday Issue.

Mike Murphy entered at 6:50P.M.

DISCUSSION REGARDING CVB STRUCTURE/PRESENTATION FOR JOINT MEETING OF CVB ADVISORY BOARD AND JO DAVIESS COUNTY BOARD

Eaton explained that the CVB staff pulled information and research from previous presentations, the DCI report and several other sources to put together a draft presentation for the joint meeting scheduled for Thursday night. She stated that this is a draft to initiate the board's discussion.

Breed presented the power-point presentation. Near the end of the presentation were two options for the board's consideration:

Option 1: The Jo Daviess County Board should create a 501C3 or 6 to manage tourism. The County would continue to retain 10% of hotel tax collections as an administrative fee. The new organization would provide an annual report to the tax collecting body, along with an independent financial audit.

Option 2:

1. Effective December 1, 2004, create a 15-member County committee known as the Galena/Jo Daviess County Tourism Board to direct the Convention & Visitors Bureau and County Board on marketing and programming.
2. Its members shall consist of:
 - A. 3 elected officials
 - 2 County Board members
 - 1 Galena City Council member
 - B. 10 at-large members
 - appointed by the County Board
3. Empower the CVB Executive Director to make expenditures within the pre-approved budget. Non-budgeted expenditures would require approval of the Tourism Board.

With either of these restructure recommendations, these things are understood:

1. The County Board will review and approve the CVB annual budget, which staff and the Tourism Board will work within. (All tourism funds are self-generated.)
2. The Tourism Board will report to the County Board monthly (in the manner of existing county committees) and be in compliance with the Illinois Open Meetings Act.
3. The CVB Executive Director will be responsible for compliance with all County policies.

4. The County Board will retain the authority to hire/fire the CVB Executive Director upon the recommendation of the Tourism Board. The Tourism Board will perform annual Executive Director performance evaluations. The Tourism Board will organize future Executive Director searches as necessary with the assistance of the County Administrator.
5. The Galena/Jo Daviess County Tourism Board will create bylaws for self-governance.

After a lengthy discussion, during which the consensus was that Option 1 was preferred but most likely unattainable, Farlow recommended a motion to accept option #2 as presented without any reference to being independent. Murphy seconded. Motion carried.

OTHER BUSINESS/BOARD MEMBER COMMENTS

Gordy mentioned reading an article of an interview with Bob Coomer (the new Executive Director of the Illinois Historic Preservation Agency) and he has stated that he is going to open the Lincoln Library and restore all state historic sites to be open seven days a week.

PUBLIC COMMENTS

None

ADJOURN

A motion to adjourn was made by Gordy, seconded by Lamparelli. Motion carried. Meeting adjourned at 8:55 p.m.

**NEXT MEETING:
5:30 P.M., TUESDAY, NOVEMBER 16, 2004
JO DAVIESS COUNTY COURTHOUSE BOARDROOM**
