

COMMITTEE REPORT

COMMITTEE: Development & Planning
CHAIRPERSON: Vince Hasken
DATE/TIME: February 23, 2004. 7:00 p.m.

PRESENT:

<input checked="" type="checkbox"/> Alexander	<input checked="" type="checkbox"/> Hasken	<input checked="" type="checkbox"/> Schultz
<input type="checkbox"/> Berlage	<input checked="" type="checkbox"/> Jackson	
<input type="checkbox"/> Bielenda	<input checked="" type="checkbox"/> Mapes	

Others: Janet Anderson, Economic Development & Planning
John Mazor, CVB Executive Director

MINUTES

1. Minutes

Marvin Schultz made a motion to approve the minutes of January 26, 2004. Ron Mapes seconded and the motion passed.

2. Old Business

a. Foreign Trade Zone/Enterprise Zone

Vince requested that each person review the last set of documents from Dave Ylinen for verbiage and correctness of contact

3. CVB – John Mazor

a. CVB Project Update

John Mazor presented an overview of the bureau's projects that have been or will be completed in the next few weeks. The 2004 Visitor's Planning Guide is scheduled for delivery on March 15th. The new Web site should launch the second week of March. A series of workshops for visitor industry members are planned to assist and promote marketing opportunities. The bureau recently received 50,000 copies of the 2004 Calendar of Events. To expand Galena/Jo Daviess County's share of the destination wedding market, fresh new wedding planning materials were developed. Marsha Cordle director of sales has developed a "passport." This sales tool will encourage motorcoach operators to overnight in Jo Daviess County by providing discounts at area businesses. The Illustrated Map & Walking Tour Guide offers visitors a detailed overview of Galena's architecture and the county's rich history.

Mazor also updated the committee on the bureau's community outreach efforts. The objective of the program is to connect residents and community leaders to the visitor industry by encouraging participation in CVB programs. Meetings have been scheduled in Scales Mound, Galena, Elizabeth, Warren and East Dubuque.

b. Employee Resignation

The CVB regrettably accepted the resignation of the director of communications/PR. The resignation creates an opportunity to evaluate the team's strengths and weaknesses. A revised job description(s) will be

forthcoming. The objective of the review is to match employee skill sets with program needs.

c. Governor Budget Cuts

Based on the Governor's proposed FY05 budget, funding of tourism statewide would be reduced by more than 50%. This will result in a loss of \$80,000 in state funding for the CVB. Efforts by the Illinois Council of Convention & Visitors Bureaus' (ICCVB) lobbyists along with grassroots initiative will work aggressively to shore up funding. CVB FY05 budget impacts will be assessed over the next few months.

d. Questions and Answers

Marv Schultz inquired about the City of Galena decision to adopt a film policy. Mazor referred to the CVB's monthly report. During the regularly scheduled CVB/City of Galena liaison meeting, the bureau did express concern to the city about the policy's impacts.

4. Economic Development – Janet Anderson

a. New Information

Recently five new projects are under consideration. A couple of these projects require more source and contact type of information. Of the others, an established small business will be sold to a prospective buyer of one of our communities, and two new business ventures are being contemplated for two individual communities.

b. Progress Report

The Stockton Revitalization is moving along with good focus, as is the CEDS committee on telecommunication for community and County.

Meeting adjourned on a motion by Dick Alexander, seconded by Ron Mapes.