

**REPORT TO THE COUNTY BOARD  
MEETING OF DECEMBER 16, 2003**

**CVB Advisory Board Members:**

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|--|---|
| <input type="checkbox"/> Dick Alexander              | <input checked="" type="checkbox"/> Lara LeGrand  |
| <input checked="" type="checkbox"/> Joanne Bielenda  | <input checked="" type="checkbox"/> Mike Murphy   |
| <input type="checkbox"/> Tom Brusch                  | <input checked="" type="checkbox"/> John Osmanski |
| <input type="checkbox"/> Jesse Farlow                | <input type="checkbox"/> Cindy Pepple             |
| <input checked="" type="checkbox"/> Susan Gordy      | <input type="checkbox"/> Kristine Polo            |
| <input checked="" type="checkbox"/> Jan Harris       | <input type="checkbox"/> Ed Quigley               |
| <input checked="" type="checkbox"/> Joel Holland     |   |
| <input checked="" type="checkbox"/> Gerri Lamparelli |   |

**CVB Staff:**

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> John Mazor    | <input checked="" type="checkbox"/> Tracy Furlong     |
| <input checked="" type="checkbox"/> Melosa Belger | <input checked="" type="checkbox"/> Betsy Eaton       |
| <input checked="" type="checkbox"/> Nancy Breed   | <input checked="" type="checkbox"/> Beverly VanDerZyl |
| <input type="checkbox"/> Marsha Cordle            |   |

**GUESTS:**

Lyn Cook  
Kathleen Morgan

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In the absence of a County Board appointed Chairman, Osmanski agreed to oversee the meeting, calling it to order at 6:05pm.

**WELCOME AND INTRODUCTIONS**

Osmanski welcomed three new CVB board members: Joel Holland, Lara LeGrand and Mike Murphy. He then asked the CVB Advisory Board members, CVB staff and guests to introduce themselves.

**PUBLIC COMMENTS**

None

**MINUTES OF NOVEMBER 18, 2003 MEETING**

Lamparelli moved to accept the November 18, 2003, minutes as presented; Bielenda seconded. Motion carried.

**REVIEW OF ROLES AND RESPONSIBILITIES**

Mazor briefly discussed the roles and responsibilities of CVB Advisory Board members, JDC board members and CVB staff from the Galena/Jo Daviess County Convention & Visitors Bureau Business Plan for FY04.

He reviewed the 2003 CVB Board Retreat to bring the new board members up to date on CVB activities and to explain how the strategic measures factor into the organization. He highlighted several items including events, discounted pricing, marketing allocation, survey methods, renegotiating the contract with the advertising agency, on-line booking and the motorcoach market.

**Establish Orientation Date:** Mazor invited new and existing board members to attend a new board member orientation. Board members determined the orientation date will be Wednesday, January 7, 2004, 2:30p.m. in the boardroom at the County Courthouse.

## **BUREAU REPORTS**

**Financial & Staff Month-end Reports:** Mazor explained that the county is transitioning from a cash basis reporting system to accrual. He briefly explained the new FY04 report and asked the board for questions.

He explained the month–end report and mentioned the goals CVB staff have achieved and surpassed as highlighted on the report.

## **LOCAL PROMOTION GRANT REVIEW & RECOMMENDATION**

Furlong gave a brief history of how the FY04 Jo Daviess County Promotion Grant Guidelines were established. She then explained the guidelines in detail and answered questions from the board.

Furlong stated that there were eleven applications received for FY2004 Grant Round 1. Osmanski suggested the board consider the grant applications by time periods.

## **New Product Development (NPD)**

Furlong presented one grant application in the New Product Development category. She explained that the application qualified as New Product Development because it is a brochure encompassing twenty-two special events and programs; the printed piece will have a long shelf life.

- *NPD 04/01 Apple River Fort State Historic Foundation, Inc.: Apple River Fort 2004 Special Event Brochure @ \$750.00*

Bielenda made a motion to accept the CVB staff's grant award recommendation as presented; Harris seconded. Motion carried with 7 ayes and 1 abstention (Gordy).

## **Events (EVT) January/February/March 2004**

Furlong presented three grant applications for the January/February/March category.

- *EVT 04/01 Jo Daviess Workshop, Inc: Evening with the Collectors @ \$0*  
(applicant's budget does not meet minimum requirements)
- *EVT 04/02 Galena Rotary Club: Valentine Variety Show @ \$635.00*
- *EVT 04/03 Galena Cultural Arts Alliance: Masquerade Ball @ \$801.00*

Gordy made a motion to accept the CVB staff's grant award recommendations totaling \$1,436.00 for January/February/March as presented. Bielenda seconded; motion carried.

### **Events (EVT) April/May/June 2004**

Furlong presented three grant applications for the April/May/June category.

- *EVT 04/04 Spirits of the Museum: President Grant's Grand Birthday Celebration @ \$1,630.50*
- *EVT 04/05 Elizabeth Chamber of Commerce: Elizabeth Fort Days @ \$1,900.00*
- *EVT 04/06 Galena/Jo Daviess County Historical Society: June Tour of Historic Homes @ \$1,172.50*

Lamparelli made a motion to accept the CVB staff's grant award recommendations totaling \$4,703.00 for April/May/June as presented; Harris seconded. Motion carried with 7 ayes and 1 abstention (Gordy).

### **Events (EVT) July/August/September/October 2004**

Furlong stated that the July/August/September/October time period has the least amount of dollars and has had the most applicants in the last two years. The CVB proposes to take some of the funding that was not used in the FY03 program and carry it forward to the FY04 program to fund these events. CVB staff feels the applications represent very strong events.

Mazor stated this grant recommendation would be contingent upon County Board approval to reallocate unexpended funds from the FY03 program to the FY04 program.

Furlong presented the four grant applications for the July/August/September/October category.

- *EVT 04/07 Spirits of the Museum: A Garden Walk Through Historic Galena @ \$1,002.00*
- *EVT 04/08 Galena Artists Guild: Galena Arts Festival @ \$1,522.82*
- *EVT 04/09 Jo Daviess Conservation Foundation: Farm Tour & Country Breakfast @ \$2,980.00*
- *EVT 04/10 Galena Area Chamber of Commerce: Ladies Getaway @ \$1,941.50*

Lamparelli made a motion to accept the staff's grant award recommendations totaling \$7,446.32 for July/August/September/October (contingent upon County Board approval of transferring 03 funds to 04 funds) as presented. Harris seconded. Motion carried with 7 ayes and 1 abstention (Gordy).

### **FY2004 MEASURES**

Mazor presented FY2004 performance measurements. The measures are incorporated into the month-end report and will function as a management tool to track progress throughout the year. He briefly explained the report, highlighting several areas.

### **OTHER REPORTS**

**Jo Daviess County:** Bielenda stated that the county has entered a new fiscal year budget.

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

**Other Villages and Board Members:** Harris mentioned the Christmas Show she sponsored at her home was a success. She stated that it was well attended, due in part to postcards dispersed at the Old Train Depot Information Center.

### **OTHER BUSINESS/BOARD MEMBER COMMENTS**

None

### **PUBLIC COMMENTS**

None

**ADJOURN**

A motion to adjourn was made by Lamparelli, seconded by Murphy. Motion carried.  
Meeting adjourned at 7:47 p.m.

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**NEXT MEETING:**  
**6 P.M., TUESDAY, JANUARY 20, 2004**  
**JO DAVIESS COUNTY COURTHOUSE BOARDROOM**  
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