

**REPORT TO THE COUNTY BOARD
MEETING OF SEPTEMBER 26, 2007**

CVB Advisory Board Members:

- | | |
|---|--|
| <input type="checkbox"/> Ikhlas, Ahmed | <input checked="" type="checkbox"/> Donna Marcotte |
| <input type="checkbox"/> Jamie Carroll | <input type="checkbox"/> Howard Raber |
| <input type="checkbox"/> Charles Fach | <input checked="" type="checkbox"/> Carole Shutts |
| <input checked="" type="checkbox"/> Jesse Farlow | <input type="checkbox"/> Mary Sheahen |
| <input type="checkbox"/> Patricia Goldthorpe | <input checked="" type="checkbox"/> Emily Stoddard |
| <input checked="" type="checkbox"/> Peggy Harmston | <input checked="" type="checkbox"/> Sally Toepfer |
| <input checked="" type="checkbox"/> Kelly-Train, Mary | |
| <input type="checkbox"/> Ken LeGrand | |
| <input type="checkbox"/> Annette McLane | |

CVB Staff:

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

GUESTS:

Dan Reimer, Helen Schamberger

CALL TO ORDER

Chairperson Stoddard called the meeting to order at 8:08 a.m.

ROLL CALL

Roll call was answered as follows: Present-Jesse Farlow, Peggy Harmston, Mary Kelly-Train, Donna Marcotte, Carole Shutts, Emily Stoddard and Sally Toepfer.

Present: 7

CVB Staff present: Mary Althof, Melosa Belger, and Betsy Eaton.

ESTABLISHMENT OF QUORUM

A quorum was not established at the time of roll call.

WELCOME AND INTRODUCTIONS

Emily Stoddard welcomed and thanked everyone for attending.

PUBLIC COMMENTS

There were no public comments at this time.

APPROVAL OF MINUTES OF THE SEPTEMBER 13, 2007 MEETING

The September 13, 2007 meeting minutes were not approved due to a lack of quorum.

DISCUSSION OF TRIATHLON/DUATHLON SPONSORS AND VENDORS

Melosa Belger explained the proposed sponsorship levels for the Galena Triathlon/Duathlon. There was much discussion regarding sponsorship and it was decided to have levels for lodging as well as non-lodging sponsors. There was also much discussion regarding vendors. A board member had suggested at an earlier meeting that we offer the beverage sales to another Jo-Daviess county chamber or not-for-profit organization. It was the consensus of the board members in attendance to remain with the Galena Area Chamber of Commerce for the beverage sales for the 2008 Galena Triathlon/Duathlon.

REVIEW, REVISION, DISCUSSION AND ACTION ON ARTICLE 5 CHAPTER 13 OF THE HOTEL MOTEL TAX ORDINANCE

The board reviewed the hotel/motel tax ordinance and made several changes. The ordinance will be updated and reviewed at the next meeting.

DISCUSSION, RECOMMENDATION AND ACTION REGARDING THE WORK OF THE AD HOC ELECTIONS COMMITTEE

Mary Kelly-Train gave a presentation of CVB Board of Directors qualifications, the proposed election process and a proposed timeline for the 2008 Board of Director election. There are four board members whose terms expire in November of 2007. It was the consensus of the board members present to ask Marvin Schultz to extend those board members terms until February 2008. There were other subjects that did not get discussed due to the lack of quorum.

DISCUSSION AND RECOMMENDATION ON ATTAINING ACCREDITATION THROUGH DESTINATION MARKETING ASSOCIATION INTERNATIONAL

This topic will be on next month's agenda due to a lack of time for discussion.

OTHER REPORTS

- a. Jo Daviess County: Sally Toepfer had nothing to add at this time.
- b. City of Galena: No report.
- c. Other Jo Daviess County communities: No report.

OTHER BUSINESS

Betsy Eaton is prepared to take the two budgets to the finance committee tomorrow night. After review it appears that we will have an approximate cash balance of \$600,000 at year end. Our reserve fund policy is set at \$425,000. We would have an additional \$175,000 that we could budget for FY08 and still reserve approximately three months worth of expenses. Eaton stated that she would like to divide the additional revenue between professional service, printing and maintenance service. It was the consensus of the board to follow Eaton's recommendation.

We will need to schedule a special meeting to go over the FY08 budget figures again before our October 31 meeting.

We are working on the 2008 media plan. McDaniels Marketing Communications will attend the October 31 meeting to give a presentation on the 2008 media plan.

The 2008 Visitors Guide is progressing. The second layout was delivered yesterday and the proofing is beginning today.

Eaton has begun gathering Director of Sales job descriptions from other bureaus so that we can make modifications to our current job description. She has gotten responses from a half dozen prior candidates that were still interested in the position.

Terry Kurt has received a draft of the contract with the City of Galena. The contract will be coming back to this board.

Eaton shared the Fall Eagle Fest bookmarks that are being distributed in all Visitor Guide mailings.

Be sure to look at the Destination Marketing Association International information that was included in this month's board packet and will be discussed at the next meeting.

PUBLIC COMMENTS

There were no public comments at this time.

ADJOURN

Chairman Stoddard adjourned the meeting at 9:50 a.m.

NEXT CVB BOARD MEETING
8:00 A.M., WEDNESDAY, OCTOBER 31, 2007
JO DAVIESS COUNTY COURTHOUSE
