

**REPORT TO THE COUNTY BOARD  
MEETING OF AUGUST 17, 2004**

**CVB Advisory Board Members:**

- |  |  |
|--|--|
| <input type="checkbox"/> Joanne Bielenda         | <input checked="" type="checkbox"/> Dane Jackson |
| <input type="checkbox"/> Catherine Cumings       | <input type="checkbox"/> Gerri Lamparelli        |
| <input type="checkbox"/> Jesse Farlow            | <input checked="" type="checkbox"/> Lara LeGrand |
| <input type="checkbox"/> Susan Gordy             | <input checked="" type="checkbox"/> Mike Murphy  |
| <input type="checkbox"/> Jan Harris              | <input type="checkbox"/> John Osmanski           |
| <input checked="" type="checkbox"/> Joel Holland | <input checked="" type="checkbox"/> Cindy Pepple |

**CVB Staff:**

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

**GUESTS:**

Rick Hunt  
Lyn Cook

\*\*\*\*\*

In the absence of Chairman Osmanski, Cindy Pepple called the meeting to order at 6:07 pm. Lacking a quorum, no motions will be made this evening.

**WELCOME AND INTRODUCTIONS**

Pepple asked the CVB Advisory Board and guests to introduce themselves.

**PUBLIC COMMENTS**

None

**MINUTES OF JULY 20, 2004 MEETING**

No motion; consider when a quorum is established.

**BUREAU REPORTS**

**Financial & Staff Month-end Reports:**

Breed presented the financial report.

Eaton noted that Cordle and Belger were absent this evening because they were accompanying a motorcoach fam of 35 group planners from Minnesota. Furlong has been very busy with the '05 Visitor's Planning Guide and triathlon planning.

Pepple noted the leisure travel column inches are down significantly. Eaton said that the position was vacant from March to July, when Furlong assumed the staff position. The current vacant position of Event & Communication Manager has been approved and Eaton has been authorized to fill the position. A number of resumes for the position had been received and are being evaluated. Eaton will be meeting with the County Administrator soon to discuss the county hiring procedure.

Breed noted that the Round I FY2005 tourism budget has been submitted to the County.

Murphy asked about the winter mini-mag. Eaton said TDSM is working on the copy, which is due on Monday.

## **OTHER REPORTS**

**Jo Daviess County:** Jackson stated the County Board had appointed Eaton Acting Executive Director. He noted that Troy Brown, County Administrator, is moving forward to fill the Executive Director position by placing ads in local papers and posting the positions on a number of Web sites. Pepple said that a listing on the Illinois Municipal League site would be beneficial. Jackson did not believe the County has received any search consultant bids yet.

Holland stated he was concerned about the lack of communication from the CVB to Advisory Board members, noting that he has to read about what's happening in the organization from the local paper. Murphy agreed that, as volunteers on this Board, they each have a vested interest in the organization. He noted a shift in power from Advisory Boards in the past, which were able to make decisions rather than recommendation. He feels there is a lack of understanding by the County and the City of Galena of what hotel/motel tax can and should do. Pepple noted she recently sent a memo to the Mayor detailing the problems of splitting the hotel tax revenues; 34% of the tax is derived from lodgings within the Galena city limits, which the City could collect without going home rule. If that occurred, Galena would be required to use the revenue for tourism promotion, just as the County does.

Pepple mentioned the sales tax revenue generated within the City, which is not limited to tourism spending. The City collects 1% of retail sales within the municipality; the County receives ¼%. A discussion ensued, which recognized the strain on services and infrastructure placed on a destination with strong tourism.

LeGrand asked if the state could provide guidance as to an organizational structure model. Breed noted the state typically does not make that type of recommendation, preferring instead to present guidelines for Bureau certification and relying on local governments to decide how certification can be best achieved.

Eaton noted 'CVB structure' is on the agenda again for next week's Development & Planning meeting, with excerpts from the DCI report being presented.

Jackson said he does not have a copy of the DCI report, but has requested one from the County Administrator's office. Brown has given him a paper on the pros and cons of a structure change. Jackson said he believes the County is waiting for someone to prove there is a better system than what is currently in place. The group agreed that the topic should be discussed by the Advisory Board when more are in attendance; perhaps this Board is the organization to move this topic forward.

**City of Galena:** Pepple reported the DNR has given the City the go-ahead for the bike path project. Construction bids are due this week. She also noted that Governor Blagojevich has released the 1 million dollar award for the City's wastewater treatment plant, so Phase 7 of the downtown reconstruction is now possible.

**Other Villages and Board Members:** None.

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

Murphy noted with concern the resignation of Advisory Board member and Galena City Councilman Tom Brusch, and his puzzlement of the possibility that there may have been a conflict of interest. It was noted that there are several vacant seats on the Advisory Board; anyone interested may contact Merri Berlage.

Pepple mentioned a tri-state fam tour being organized by the Platteville Chamber of Commerce, and was concerned that Galena was not involved. She believes it would send a bad message to our neighbors if we are not involved in regional tourism activities. CVB staff has asked the organizers to keep us in the information loop for the September 10<sup>th</sup> event, and to provide advance notice for future meetings.

### **PUBLIC COMMENTS**

None

### **ADJOURN**

Meeting adjourned at 6:55 p.m.

\*\*\*\*\*

**NEXT MEETING:  
6 P.M., TUESDAY, SEPTEMBER 21, 2004  
JO DAVIESS COUNTY COURTHOUSE BOARDROOM**

\*\*\*\*\*