

**REPORT TO THE COUNTY BOARD
MEETING OF MARCH 21, 2006**

CVB Advisory Board Members:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Jesse Farlow | <input type="checkbox"/> Annette McLane |
| <input checked="" type="checkbox"/> Patricia Goldthorpe | <input checked="" type="checkbox"/> Donna Marcotte |
| <input checked="" type="checkbox"/> Susan Gordy | <input checked="" type="checkbox"/> Howard Raber |
| <input type="checkbox"/> Fred Hansen | <input checked="" type="checkbox"/> Mary Sheahen |
| <input type="checkbox"/> Peggy Harmston | <input checked="" type="checkbox"/> Emily Stoddard |
| <input type="checkbox"/> Jan Harris | |
| <input checked="" type="checkbox"/> Mary Kelly-Train | |
| <input type="checkbox"/> Mat Kluesner | |
| <input type="checkbox"/> Ken LeGrand | |
| <input checked="" type="checkbox"/> Todd Lincoln | |

CVB Staff:

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

GUESTS

Chris Gordy

CALL TO ORDER

Chairperson Stoddard called the meeting to order at 6:05 p.m.

ROLL CALL

Roll call was answered as follows: Present-Jesse Farlow, Patricia Goldthorpe, Susan Gordy, Mary Kelly-Train, Todd Lincoln, Donna Marcotte, Howard Raber, Mary Sheahen and Emily Stoddard.

Present: 9

CVB Staff present: Mary Althof, Melosa Belger, Elizabeth Bulasko, Marsha Cordle, Betsy Eaton and Judy Gratton.

WELCOME AND INTRODUCTIONS

Stoddard welcomed board members and introduced two new board members, Todd Lincoln and Mary Kelly-Train.

PUBLIC COMMENTS

There were no public comments.

APPROVAL OF MINUTES OF THE MARCH 1, 2006 MEETING

Farlow moved to accept the March 1, 2006 meeting minutes as presented with a correction to OTHER REPORTS, Other Jo Daviess Counties, May 5 is the first Education Day at the Apple River Fort. Raber seconded. Motion carried.

ADVISORY BOARD RETREAT

There was a brief discussion to review the notes of the Advisory Board Retreat.

REVIEW AND RECOMMENDATION OF PROMOTION GRANT RECOMMENDATIONS, GRANT ROUND 2/2006

Raber moved to accept the Jo Daviess County Local Promotion Grant Round 2/2006 CVB staff recommendations as presented:

1. NPD 06/05; 2006 Stockton Chamber of Commerce Brochure; Stockton Chamber of Commerce; eligible elements total \$1,664.00; funded at 50% = \$832.00.
2. NPD 06/06; Galena Downtown Website; Galena Downtown Business Association.; eligible elements total \$1,295.00; funded at 50% = \$647.50.

Goldthorpe seconded. Motion carried.

Goldthorpe moved to accept the Jo Daviess County Local Promotion Grant Round 2/2006 CVB staff recommendations as presented:

1. EVT 06/05; Chocolate, Champagne & Candlelight; Spirits of the Galena/JDC History Museum; eligible elements total \$1,908.00; funded at 50% = \$954.00.
2. EVT 06/06; Galena's Annual Mistletoe Ball: A Victorian Holiday Dinner & Dance; Galena/Jo Daviess County Historical Society; eligible elements total \$1,875.00; funded at 50% = \$937.50.

Farlow seconded. Motion carried.

UPDATE ON BUREAU PROJECTS

a. Scenic By-Ways Meeting: The meeting is rescheduled for Monday, March 27, 2006 at 1:00 p.m. at the courthouse board room.

b. Golf Co-op: As of April 1, 2006 there is 100% participation of all the golf courses in Jo Daviess County. There will be a unique URL, ads and radio spots.

c. Triathlon/Duathlon: To date there are 1,236 registered athletes. 1,400 is the maximum to sell out. We need 400 volunteers to work the event.

d. Calendar of Events: The Calendar of Events (April 1, 2006 – March 31, 2007) have been delivered. We have eliminated one printing this year due to cost factors. The website is updated daily. A suggestion was made to consider a footer on each page like Visitors Guide.

e. DVD/Video: We will receive the rough cut of the DVD tomorrow. We might have something for you to see next month.

f. “Breathing Room” co-op: To date there are six committed and four tentative business partners for the campaign. We need a minimum of 12 and a maximum of 25. The success of this co-op will determine future co-op opportunities.

g. Governor’s Conference on Tourism: Governor’s Conference will be held in Chicago in 2007, however, the date is not known at this time. We hope to have a good discussion next month to get board expectations for next year.

h. Customer Service presentation: All Jo Daviess County Chambers are interested in partnering with us on this presentation. Mary Kelly-Train will be the facilitator. An ad-hoc committee consisting of Mary Kelly-Train, Mary Sheahen, Jesse Farlow, Howard Raber and Emily Stoddard will work on dates and costs.

i. Train Project: The 20th Century Railroad Club is going to try to bring a train again for the 2006 Country Fair. Eaton will speak to Janet Fischer again and get contact information so that we can start a letter writing campaign next month.

OTHER REPORTS

Jo Daviess County: Mat Kluesner was not present.

City of Galena: Todd Lincoln informed us that Jack’s Galena Carriage Co. is looking to get a different kind of permit. They are not the same as the trolleys. A few City Council members feel that the ordinances need to be changed. They are two different services. Also, the shuttle service has been changed to Saturday only this year beginning April 22. It is not cost effective to run Friday and Sunday. Marsha Cordle commented she hadn’t seen the maps placed in the holders at the drop off locations lately. If the City needs more we have them here for them to distribute. If there are any changes in the motor coach loading and unloading zones or route please let us know as we are reprinting the guide. We are also concerned about keeping the depot grounds looking nice throughout the summer. Per the sublease, maintaining the grounds is the responsibility of the Chamber.

Other Jo Daviess Counties: Howard Raber asked that everyone attend the food and wine experience next weekend. People are needed to man registration booth. Gratton’s have volunteered as well as Marsha Cordle and Betsy Eaton. Go to galenaevents.com to see complete list of activities for the weekend.

Betsy Eaton handed out retreat books to the following board members who had not received them previously: Patricia Goldthorpe, Mary Kelly-Train, Donna Marcotte, Howard Raber and Mary Sheahen.

OTHER BUSINESS

Emily Stoddard gave everyone an update on a special use permit issue regarding the Galena Pet Hotel.

ADJOURN

Goldthorpe moved to adjourn the meeting. Kelly-Train seconded. Motion carried. The meeting was adjourned at 7:45 p.m.

NEXT MEETING
6:00 P.M., TUESDAY, APRIL 18, 2006
JO DAVIESS COUNTY COURTHOUSE BOARDROOM
