

**REPORT TO THE COUNTY BOARD
MEETING OF AUGUST 16, 2005**

CVB Advisory Board Members:

- | | |
|---|--|
| <input type="checkbox"/> Joanne Bielenda | <input checked="" type="checkbox"/> Jerry Murdock |
| <input checked="" type="checkbox"/> Jesse Farlow | <input type="checkbox"/> Mike Murphy |
| <input checked="" type="checkbox"/> Patricia Goldthorpe | <input type="checkbox"/> Howard Raber |
| <input checked="" type="checkbox"/> Susan Gordy | <input checked="" type="checkbox"/> Emily Stoddard |
| <input checked="" type="checkbox"/> Jan Harris | |
| <input type="checkbox"/> Sarah Kluesner | |
| <input checked="" type="checkbox"/> Gerry Lamparelli | |
| <input checked="" type="checkbox"/> Lara LeGrand | |

CVB Staff:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Mary Althof | <input checked="" type="checkbox"/> Marsha Cordle |
| <input checked="" type="checkbox"/> Melosa Belger | <input type="checkbox"/> Betsy Eaton |
| <input checked="" type="checkbox"/> Nancy Breed | <input checked="" type="checkbox"/> Judy Gratton |

GUESTS

CALL TO ORDER

In the absence of a Chairman, Lara LeGrand called the meeting to order at 6:04 p.m.

WELCOME AND INTRODUCTIONS

LeGrand welcomed everyone and Murdock was introduced.

PUBLIC COMMENTS

There were no public comments.

MINUTES OF JUNE 21, 2005 MEETING

Goldthorpe moved to accept the June 21, 2005 minutes as presented. Lamparelli seconded. Motion carried.

BUREAU REPORTS

Financial Reports: Breed stated finances are going according to budget. Adjustments are being made to realign existing funds into budget line items that we need to finish the fiscal year end which ends November 30.

Staff Month-end Reports: Cordle and Breed answered any questions from the board.
Update on staff vacancies: Eaton will hire a Director of Marketing within the month.

OTHER REPORTS

Jo Daviess County - no report
City of Galena - no report
Any Other Villages - no report

JO DAVIESS COUNTY PROMOTION GRANT GUIDELINES

Belger stated an ad hoc committee is being formed to review the event grant guidelines and will present them at the September 20th board meeting. LeGrand, Gordy and Stoddard have agreed to serve on the committee.

NOVEMBER/DECEMBER CAMPAIGN

Cordle explained the November/December Holiday ad campaign. The goal of the campaign is to increase the number of visitor inquiries and overnight stays from the same period last year.

With the co-op campaign we wanted to provide an affordable opportunity for businesses in the area to promote their venues to potential visitors through the holidays.

UPDATE ON SCENIC BY-WAYS FEDERAL GRANT

Breed stated Yerda Potter has joined the committee. The committee hopes to submit a federal grant through the State of IL in late Dec. /early Jan. The county board has approved a campus style concept.

OTHER BUSINESS/BOARD MEMBER COMMENTS

Goldthorpe asked if a chairperson had been appointed. Cordle stated they have not been put in place yet. After much discussion LeGrand made a motion to draft an email to Merri Berlage requesting that the CVB Advisory Board have a board chair in place by the September 20, 2005 meeting. Farlow seconded. Motion carried.

Then LeGrand made a motion to fill the three vacant CVB Advisory Board positions by the September 20, 2005 meeting. Goldthorpe seconded. Motion carried.

A lengthy discussion followed.

Farlow made a motion to appoint Emily Stoddard as vice-chairman of the CVB Advisory Board. Gordy seconded. Motion carried.

PUBLIC COMMENT

There was no public comment.

ADJOURN

Gordy moved to adjourn the meeting at 7:25 p.m. Goldthorpe seconded. Motion carried.

NEXT MEETING:
6:00 P.M., Tuesday, September 20, 2005
JO DAVIESS COUNTY COURTHOUSE BOARDROOM
