

**REPORT TO THE COUNTY BOARD  
MEETING OF JULY 20, 2004**

**CVB Advisory Board Members:**

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

**CVB Staff:**

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

**GUESTS:**

- |                     |              |
|---------------------|--------------|
| Merri Berlage       | Joe Burstein |
| Jay Dickerson       | Bob Thomas   |
| Patricia Goldthorpe | Jeri Thomas  |
| Erin Murphy         |              |

\*\*\*\*\*

Chairperson Osmanski called the meeting to order at 6:06 pm.

**WELCOME AND INTRODUCTIONS**

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

**PUBLIC COMMENTS**

Patricia Goldthorpe stated her concerns about hiring a new executive Director and urged Merri Berlage and the County Board to involve tourism industry partners in the Executive Director search.

## MINUTES OF JUNE 15, 2004 MEETING

Lamparelli moved to accept the June 15, 2004, minutes as presented; Cumings seconded. Motion carried.

### BUREAU REPORTS

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

Breed presented the financial report, stating revenue and expenditures are close to target.

Breed stated that each program director contributed their information to the June month-end report. Any questions should be directed to the program director.

Cordle noted that Betsy Eaton could not attend the meeting but wanted to report that effective July 1, the Old Market House Visitor Center has been transitioned to The Galena Cultural Arts Alliance. Cordle stated since June 1<sup>st</sup> the hours of operation at the Old Train Depot Visitor Information Center have been extended to 6:00 p.m., Monday-Thursday and 7:00 p.m. on Friday and Saturday.

Cordle began her Director of Sales report by announcing that we are participating in the American Bus Association Tradeshow held in Chicago in February. As a result of the tradeshow, we have been selected to participate in a pre-fam tour joining with the Quad-Cities on February 2<sup>nd</sup> & 3<sup>rd</sup>. We also had the senior editor in town and she wrote a very nice article about the Apple River Fort State Historic Site. The article ties the Fort into their tradeshow; we are the first marketplace host highlighted in their publication.

Cordle mentioned that we are hosting a Red Hat Day on October 13<sup>th</sup>. It will be the first of its kind in the area. We were contacted by a chapter from Peoria. Cordle explained the Red Hat Society is a popular organization of over-age-50 ladies that have chapters through out the state and nation. In Peoria there are more than 35 chapters. The shops and restaurants in downtown Galena will participate by having a red hat or red ribbon in their window or door to welcome the women into their business.

Breed had a follow up from a prior Advisory Board meeting at which she mentioned other bureaus were de-obligating Marketing Partnership Grant funding near the end of the state fiscal year (June 30). We were able to write and receive a grant for an additional \$4600. We will end our fiscal year over our state grant revenue budget by about 21%.

Breed presented the Illinois Antique Guide, an Illinois Bureau of Tourism piece administered by Western Illinois Tourism Development Office (WITDO). It includes antique shops throughout the state of Illinois. Because WITDO is also in charge of the Great River Road in Illinois, all the antique shops along the Great River Road are highlighted in green. There were 100,000 printed and they are racked in Tourist Information Centers located throughout Illinois. Jo Daviess County antique shops were included if they participate in the bureau's free Basic Service Program.

Furlong presented the newest mini-mag insert. It was dropped into five newspapers with a 1.3 million circulation. She stated that the CVB has a new mini-mag

insert in the design process. It will come out in October and highlight off-season events and holiday/winter activities.

### **2005 BASIC SERVICES PROGRAM/VISITOR'S PLANNING GUIDE**

Furlong gave a brief update on the 2005 Basic Services Program and the Visitor's Planning Guide. She stated the timeline has been moved up this year due to our aggressive and successful distribution of the 2004 Visitor's Planning Guide. Last year's delivery of the guide was March 1; we expect to take delivery of the 2005 guide by mid-December. The deadline for the Basic Service Promotion enrollment has been shifted to August 31<sup>st</sup> to accommodate the earlier timeline.

She stated the Visitor's Planning Guide will have the same feel and layout as in the past. There are no plans to change the format of the guide at this time. She asked the board to contact her with any suggestions and ideas.

### **OTHER REPORTS**

**Jo Daviess County:** Jackson stated the County Board held a special meeting the night before. The conclusion of the meeting was to get bids from consulting firms for the search for a new CVB Executive Director. They are also pulling the résumés of the finalists in the last Executive Director search and sending letters to see if they may still be interested in the position. Berlage has received several resumes; she will be the contact person for applicants at this point.

**City of Galena:** Neither Pepple nor Brush was present.

**Other Villages and Board Members:** None

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

None

### **PUBLIC COMMENTS**

Patricia Goldthorpe, owner of the Goldmoor Inn, asked the CVB staff about a timeline for the programs that are in place now.

Furlong answered that the advertising and marketing program are finalized through November.

Cordle answered that the sales program is finalized until November 30<sup>th</sup> and the sales budget and program are completed for 2005.

Breed mentioned that the 1<sup>st</sup> round budget is due to the County by July 28<sup>th</sup>. Program directors are continuing to work on their '05 budgets, with the goal of meeting the first deadline.

Joe Burstein, owner of Chestnut Mountain Resort, stated there is a need to look deep into the reason the position of the CVB Executive Director has such a large turnover rate.

Breed took a moment to clarify a statistic that has been misquoted often; the correct statement is: "outside of Chicago, Galena is the second most popular overnight destination in the state of Illinois." (Springfield being #1 outside of Chicago.)

**ADJOURN**

A motion to adjourn was made by Cumings, seconded by LeGrand. Motion carried. Meeting adjourned at 6:55 p.m.

\*\*\*\*\*

**NEXT MEETING:  
6 P.M., TUESDAY, AUGUST 17, 2004  
JO DAVIESS COUNTY COURTHOUSE BOARDROOM**

\*\*\*\*\*