

**REPORT TO THE COUNTY BOARD  
MEETING OF AUGUST 20, 2002**

**CVB Advisory Board Members:**

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|---|---|
| <input type="checkbox"/> Karen Allen                    | <input checked="" type="checkbox"/> Lyndi Huotari       |
| <input checked="" type="checkbox"/> Gerald Bausman      | <input type="checkbox"/> John Osmanski                  |
| <input checked="" type="checkbox"/> Merri Berlage       | <input checked="" type="checkbox"/> Cindy Pepple (6:13) |
| <input checked="" type="checkbox"/> Bernie Bosch        | <input checked="" type="checkbox"/> Dan Reimer          |
| <input type="checkbox"/> Fritz Fuchs                    | <input checked="" type="checkbox"/> Mike Scholz (6:10)  |
| <input checked="" type="checkbox"/> Mark Gallagher      | <input type="checkbox"/> Judy VenHuizen                 |
| <input checked="" type="checkbox"/> Patricia Goldthorpe | <input type="checkbox"/> Sandra Wolfram                 |
| <input type="checkbox"/> Susan Gordy                    |   |

**CVB Staff:**

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

**GUESTS:** None

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Chairperson Goldthorpe called the meeting to order at 6:05pm.

**PUBLIC COMMENTS**

None

**PRESENTATION OF FINANCIAL REPORTS**

Mazor discussed the budget reports.

**MONTHLY REPORT**

Mazor stated that we are in the 2<sup>nd</sup> half of the TDSM marketing campaign. The posters and inserts are on display in the back of the room.

At the last board meeting we discussed a visitor profile survey. The raw numbers are in and we will have in depth results at the next CVB board meeting.

The TDSM Collateral Review is finished and we will discuss it in detail later in this meeting.

Cordle and Furlong attended the Grand Excursion 2004 meeting in La Crosse, WI on August 15<sup>th</sup>. They came back with some very good information that they will be

sharing at the local meeting on August 22<sup>nd</sup> at 7pm at Victorian Pines Inn & Spa. All of JDC lodging have received a Request for Proposal with lodging details. The proposals are due to the CVB by August 23<sup>rd</sup>.

An electronic survey was sent to 2002 triathlon participants. 300 athletes returned the survey; a copy of the survey is listed at the end of the monthly report. Survey results indicate about 1,100 room nights were realized.

The Director of Sales campaign is up and running; a tally of room nights booked for the month of July is 390.

*(Mike Scholz entered.)*

The Visitors Program Review is nearly complete. It includes a history of how we arrived at the two facilities (Old Train Depot Information Center & Old Market House Information Center); the information will be shared at the next meeting.

*(Cindy Pepple entered.)*

### **MINUTES OF JULY 16, 2002 MEETING**

With a quorum achieved, Scholz moved to accept the minutes; Bausman seconded. Motion to accept the minutes carried.

### **FY03 STRATEGIC PLAN & BUDGET TIMELINE**

Mazor stated that the information collected in the Collateral Review and the surveys are an important part of the FY03 strategic plan and budget. A draft will be presented to the Planning & Development Committee.

### **PARTNERSHIP POWERPOINT PRESENTATION**

Mazor quickly reviewed the partnership presentation used at the public input meeting on August 1, 2002, with the two major topics discussed being existing partnership and category listings.

The concerns and questions are as follows:

- How detailed will the amenities be?
- A large number of small lodging had input, but there were no large lodgings represented.
- The majority like the Visitor's Guide the way it is.
- All agree that the lodging categories need refinement.

### **COMMUNICATION AUDIT FINAL REPORT**

Mazor stated that TDSM placed the CVB in the middle of the competing destinations surveyed (#4 of 7). Both strengths and weaknesses were noted. A conclusion is that the listings are too detailed; we would be better served to sell the destination experience by increasing editorial content and reduce the percentage dedicated to individual businesses.

**SUPPLEMENTAL FY02 COMMUNICATION PLAN**

VanDerZyl discussed her short-term plan: leisure - let the whole world know we are here through resource tools such as Bacon's Directory; community outreach - if we all work together to give great experiences, the visitors advertise for us.

**OTHER REPORTS**

**County Board:** Berlage stated there was nothing new to report.

**City of Galena:** Pepple stated a joint Project Management Team Marketing Committee and City Council workshop would be held on September 3rd at 7:00 pm to review the results of the city's marketing effort and discuss next year's plan. The Main Street phase of the downtown reconstruction has begun. Water Street is almost finished; they are putting in landscaping, lights and benches. She noted the City's boat dock project will commence soon, and that purchase of a right of way for a recreational trail is planned for yet this year.

**Other Villages and Board Members:** Gallagher stated that the Warren school renovation is completed and everyone seems excited about the results.

Breed mentioned the Stagecoach Trail Association and Scales Mound are researching the feasibility of a bike/recreation trail along Stagecoach Trail between Galena and Scales Mound.

Cordle stated that the first part of her campaign, the group tour postcards and meeting planner postcards, were well received. The second phase of campaign is a hand signed invitation stating, "Here is your key to Galena". Our goal is to get 15 leads and turn them into site visits.

VanDerZyl passed around a travel article on Galena from the Champaign Gazette.

**OTHER BUSINESS/COMMENTS**

None

**PUBLIC COMMENTS**

None

**ADJOURN**

A motion to adjourn was made by Reimer; seconded by Pepple. Motion carried. Meeting adjourned at 7:15 pm.

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**NEXT MEETING:**

**6 P.M. SEPTEMBER 17, 2002**

**JO DAVIESS COUNTY COURTHOUSE BOARDROOM**

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