

**REPORT TO THE COUNTY BOARD
MEETING OF OCTOBER 17, 2006**

CVB Advisory Board Members:

- Jesse Farlow
- Patricia Goldthorpe
- Susan Gordy
- Peggy Harmston
- Jan Harris
- Kelly-Train, Mary
- Ken LeGrand
- Todd Lincoln
- Annette McLane

- Donna Marcotte
- Howard Raber
- Mary Sheahen
- Emily Stoddard
- Terry Stoffregen

CVB Staff:

- Mary Althof
- Melosa Belger
- Elizabeth Bulasko

- Marsha Cordle
- Betsy Eaton
- Judy Gratton
- Cynthia Schlichting

GUESTS:

Barb Annino
George Annino
Bob Bush
Fred Bonnet
Fritz Fuchs

Jane Fuchs
Erin Murphy
Mike Murphy
Robin Malpass
Dan Reimer

The September 19, 2006 meeting minutes were approved following a motion made by Mary Kelly-Train and seconded by Donna Marcotte. Patricia Goldthorpe abstained from the vote. The motion carried by voice vote.

Patricia Goldthorpe moved to accept the CVB staff recommendation to award to the lowest bidder, Union-Hoermann Press for the print bid of 45,000 Calendar of Event

brochures consisting of 40 pages + cover at \$8,283.00. Jan Harris seconded. The motion carried by voice vote.

Patricia Goldthorpe made a motion to send a letter from the CVB Advisory Board to request the Galena City Council to table any decision of collecting any hotel/motel tax until after the meeting with the Jo Daviess County Board Representatives on October 24, 2006. Jan Harris seconded. The motion carried by voice vote.

CALL TO ORDER

Co-Chairperson Farlow called the meeting to order at 6:00 p.m.

ROLL CALL

Roll call was answered as follows: Present-Jesse Farlow, Patricia Goldthorpe, Peggy Harmston, Jan Harris, Mary Kelly-Train, Ken LeGrand, Donna Marcotte, Mary Sheahen and Terry Stoffregen.

Present: 9

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

WELCOME AND INTRODUCTIONS

Jesse Farlow welcomed and thanked everyone for attending. He asked the audience to introduce themselves.

PUBLIC COMMENTS

There were no public comments at this time.

APPROVAL OF MINUTES OF THE SEPTEMBER 19, 2006 MEETING

The September 19, 2006 meeting minutes were approved following a motion made by Mary Kelly-Train and seconded by Donna Marcotte. Patricia Goldthorpe abstained from the vote. The motion carried by voice vote.

REVIEW OF E-SURVEY RESULTS

Robin Malpass reviewed the results of the e-Survey with the board. She stated the object of the survey is to better understand the profile of leisure visitors who utilize the internet to access information about Galena/Jo Daviess County.

The e-survey findings conclude that the CVB's targeted visitor profile is one that is responding to the destination in a positive way, that Galena/Jo Daviess County continues to enjoy an extremely high ratio of repeat visitors, and that rest and relaxation is still a primary motivation for leisure travel.

REVIEW OF ZIP CODE ANALYSIS

Robin Malpass reviewed the results of the zip code analysis with the board. She stated that a total of 14,279 zip code records generated by visitors requesting a Galena/Jo Daviess County Visitors Guide via the internet, telephone or mail during the 2006 fiscal year, December 1, 2005 through September 20, 2006, were analyzed to determine the top geographic feeder markets.

Based on USPS zip codes the states producing the most visitor guide requests during the 2006 fiscal year (12-1-05 through 9-20-06 are:
IL -55%, WI-14%, IA-10%, MN-5%, IA-4%, MO-2%

PRESENTATION AND DISCUSSION OF 2007 MARKETING RECOMMENDATIONS

Robin Malpass presented the 2007 Marketing Campaign through June 2007. She stated that at this time they were not going to change what has worked for the last couple of years due to the RFP for a new Marketing Agency. The recommended geographic markets are: Primary-Chicago/Greater Illinois, Secondary-Milwaukee/Greater Wisconsin, and Tertiary-regional Midwest: Iowa/Minnesota/Indiana and explore international opportunities with IBOT.

There was an open forum for the board and the audience to ask questions.

RECOMMENDATION FOR PRINTING BID FOR 2007 CALENDAR OF EVENTS

Betsy Eaton presented the print bids for the January 1-December 31, 2007 Calendar of Events. The CVB staff recommends awarding the print job to the lowest bidder, Union Hoermann Press. She stated that they have printed the brochure many times in the past and they are familiar with all aspects of the piece and staff has always been pleased with the finished project.

Patricia Goldthorpe moved to accept the CVB staff recommendation to award to the lowest bidder, Union-Hoermann Press for the print bid of 45,000 Calendar of Event brochures consisting of 40 pages + cover at \$8,283.00. Jan Harris seconded. The motion carried by voice vote.

UPDATE ON BUREAU PROJECTS

- a. **Customer Service:** Mary Kelly-Train stated the committee has decided to hold off with the customer service program until things are worked out between the Galena Downtown Business Association, City of Galena and Jo Daviess County.
- b. **Return the Train:** Betsy Eaton stated that Emily Stoddard wanted to remind everyone to email Barack Obama if they have not already done so. She also stated that she had emailed two announcements about events pertaining to the train service to all CVB board members and had extra copies if anyone needed them.
- c. **Well Preserved campaign:** Betsy Eaton stated that the Well Preserved campaign has easily become the #2 campaign that the CVB has ever had. As of October

17th there were 5787 people registered for the contest and 5428 unique visitor hits to that specific page. The CVB is very pleased with this campaign.

- d. **RFP for Marketing Agency:** Betsy Eaton stated the Request for Proposals are due by October 25th and presentations are scheduled at the November CVB Advisory Board meeting on November 28th in the County Board room. It is still unknown at this time how many presentations there will be.

OTHER REPORTS

Jo Daviess County: Terry Stoffregen

Terry Stoffregen reported that he attended the last Galena City Council meeting and there was a discussion regarding Galena collecting the hotel/motel tax. The JDC Development and Planning committee is scheduled to meet with the Galena City Council on October 24th at the DeSoto House Hotel at 7 p.m. Eaton stated that she had been informed by Galena city staff that an agenda item for the October 23rd meeting lists discussion and possible action of the city of Galena collecting hotel/motel tax from lodging properties within the Galena city limits. There was a lengthy discussion between the board members.

Patricia Goldthorpe made a motion to send a letter from the CVB Advisory Board to request the Galena City Council to table any decision of collecting any hotel/motel tax until after the meeting with the Jo Daviess County Board Representatives on October 24, 2006. Jan Harris seconded. The motion carried by voice vote.

City of Galena: Todd Lincoln

Todd Lincoln was not present.

Other Jo Daviess Counties:

Jan Harris stated that the Warren Pumpkin Festival was a success. Her new business Vino-Arte is now open and the grand opening is scheduled for November 11th in conjunction with her annual Georgia O'Keefe's Birthday Celebration. The Web site is now up and running at www.vino-arte.com. A new bead magazine is featuring one of her designs on the cover.

Ken LeGrand stated East Dubuque's Fun Days event results are in and there was a nice turnout. The biggest hit was a car that Vroom Auto Mall donated for the fire department to demonstrate the "Jaws of Life. The car needed to look like it was in an accident, so for \$1.00 participants got three swings with a sledge hammer. East Dubuque is now planning stages for a Christmas parade.

Peggy Harmston mentioned that Massbach Ridge Winery had a "Stomp", their first grape stomping event and it was a huge success.

Jan Harris mentioned that local artist Paul Chase is very close to becoming a famous artist though out the U.S.

Patricia Goldthorpe gave a brief description of their new restaurant and soft opening on Saturday night.

OTHER BUSINESS

Betsy Eaton announced a tentative date of November 1st for industry listings proofing of the Visitor Guide.

PUBLIC COMMENTS

Fritz Fuchs stated his support for the CVB.

ADJOURN

Patricia Goldthorpe made a motion to adjourn the meeting. Mary Kelley-Train seconded. Motion carried by a voice vote. Meeting adjourned at 8:15 p.m.

NEXT MEETING

**6:00 P.M., TUESDAY, NOVEMBER 28, 2006-NOTE CHANGE TO 4TH TUESDAY
JO DAVIESS COUNTY COURTHOUSE**
