

**REPORT TO THE COUNTY BOARD
MEETING OF JUNE 20, 2006**

CVB Advisory Board Members:

- Jesse Farlow
- Patricia Goldthorpe
- Susan Gordy
- Fred Hansen
- Peggy Harmston
- Jan Harris
- Mary Kelly-Train
- 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

Dan Reimer, Lyn Cook and Andy Hillard

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, Fred Hansen, Jan Harris, Mary Kelly-Train, Ken LeGrand, Howard Raber, Mary Sheahen, Emily Stoddard and Terry Stoffregen.

Present: 11

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

WELCOME AND INTRODUCTIONS

Emily Stoddard welcomed and thanked everyone for attending. She introduced our new county administrator, Dan Reimer.

PUBLIC COMMENTS

There were no public comments at this time.

APPROVAL OF MINUTES OF THE MAY 16, 2006 MEETING

The May 16, 2006 meeting minutes were approved as presented following a motion made by Patricia Goldthorpe and seconded by Jan Harris. The motion carried by voice vote.

PREVIEW OF GALENA/JO DAVIESS COUNTY LEISURE DVD

Betsy Eaton gave an update on the production of the DVD before previewing the DVD. Some discussion on the target market followed.

DISCUSSION REGARDING TRI-STATE TRAVEL REQUEST TO BE CONSIDERED A RECEPTIVE OPERATOR

Marsha Cordle explained her motor coach program so that everyone is clear on how things are handled now. Tri-State Travel is looking to receive leads that the CVB receives that need assistance in itinerary planning. Tri-State will have specific packages set up to sell to the tour operators. Andy Hillard spoke on behalf of Tri-State Travel and much discussion ensued.

Marsha Cordle explained what a lead is as defined by Destination Marketing Association International and confirmed that we are following their criteria. She also stated that she had sent emails to CVB's across the state with specific questions in regards to lead distribution. These inquiries revealed that we are right on track with how we report and goals set compared to other CVB's in the state.

We are moving forward on the meeting planner and group tour guide along with getting information for the Basic Services program for the '07 Visitors Guide. A discussion on the time frame and process for the Visitors Guide followed.

DISCUSSION AND ACTION ON FY06 GRANT ROUND #3 APPLICATIONS

Susan Gordy moved to accept the Jo Daviess County Local Promotion Grant Round 3/2006 CVB staff recommendation for New Product Development as presented:

1. NPD 06/07; 2006 Galena-Jo Daviess Co. Historical Society Brochure; Galena-Jo Daviess Co. Historical Society, eligible elements total \$1,205.20; funded at 50% = \$602.60.

Mary Kelly-Train seconded. The motion carried by voice vote.

Emily Stoddard moved to accept the Jo Daviess County Local Promotion Grant Round 3/2006 CVB staff recommendation for Event Grant 06/07 as presented:

1. EVT 06/07; 2007 Bald Eagle Bus Tours; Eagle Nature Foundation, Ltd.; select eligible elements total \$4,481.00; funded at 50% = \$2,240.50.

Mary Kelly-Train seconded. The motion carried by voice vote.

Susan Gordy moved to accept the Jo Daviess County Local Promotion Grant Round 3/2006 CVB staff recommendation for Event Grant 06/08 as presented:

1. EVT 06/08; Interactive Murder Mystery for BBIG 2007; Bed and Breakfast Innkeepers of Galena (BBIG); select eligible elements total \$4,525.00; funded at 50% = \$2,262.50.

Mary Kelly-Train seconded. Patricia Goldthorpe abstained from the vote. The motion carried by voice vote.

Patricia Goldthorpe moved to accept the Jo Daviess County Local Promotion Grant Round 3/2006 CVB staff recommendation for Event Grant 06/08 with the following changes:

1. EVT 06/09; GDBA Holiday 2006 Promotion; Galena Downtown Business Association, fund the eligible elements (rack cards, posters, entertainment fees and 100% rather than 50% of budgeted print advertising in Chicago area) at 50%; eligible elements total \$7,000.00 rather than \$5,200.00; funded at 50% = \$3,500.00 rather than \$2,600.00.

Mary Kelly-Train seconded. The motion carried by voice vote.

PRESENTATION OF FY05 ILLINOIS TOURISM ECONOMIC IMPACT NUMBERS (PRELIMINARY)

Betsy Eaton pointed out that we have seen a steady increase since 1997. There was a drop off in 2001, but we have been bouncing back from that. This year is by far the best numbers that we saw even at our peak in 2000.

UPDATE ON BUREAU PROJECTS

a. Customer Service: The next step will be to develop a Customer Service Awareness Committee comprised of members from the Chamber, GDBA, and the CVB to formulate a progressive program which is inclusive, education and informative and provide regular feedback to business owners that monitors customer service awareness in their particular business. We are toying with the idea of having some type of inclusive program that once you have gone through this training you will receive some type of gold crown or membership eligibility.

b. Train service: Meeting June 20 at The Rafter's in Lena, IL.

c. Breathe Campaign: The campaign has recently dropped in the Chicago Tribune and O Magazine. Also on vacationfun.com. The leads are just starting to come in.

d. Review of FY06 marketing campaign and brainstorming for FY 07 at July 18

meeting: At the July 18 meeting we will review 2006. TDSM is scheduled to attend.

There was discussion regarding the process and the possible formation of a task force.

OTHER REPORTS

Jo Daviess County: Terry Stoffregen

Terry Stoffregen offered thanks for the video. He has attended a large lodging meeting and is planning to attend the next small lodging meeting.

City of Galena: Todd Lincoln

There was no report at this time.

Other Jo Daviess Counties:

There was no report at this time.

OTHER BUSINESS

There was no other business at this time.

PUBLIC COMMENTS

There were no public comments at this time.

ADJOURN

Chairperson Stoddard adjourned the meeting at 8:12 p.m.

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