

**REPORT TO THE COUNTY BOARD
MEETING OF SEPTEMBER 19, 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

Robin Malpass, Dan Reimer, Fred Bonnet, Mike Murphy

CALL TO ORDER

Chairperson Stoddard called the meeting to order at 6:00 p.m.

ROLL CALL

Roll call was answered as follows: Present-Jesse Farlow, Susan Gordy, Fred Hansen, Peggy Harmston, Mary Kelly-Train, Todd Lincoln, Donna Marcotte, Howard Raber, Emily Stoddard and Terry Stoffregen.

Present: 10

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

WELCOME AND INTRODUCTIONS

Emily Stoddard welcomed and thanked everyone for attending.

PUBLIC COMMENTS

There were no public comments at this time.

APPROVAL OF MINUTES OF THE AUGUST 15, 2006 MEETING

The August 15, 2006 meeting minutes were approved following a motion made by Susan Gordy and seconded by Mary Kelly-Train. The motion carried by voice vote.

DISCUSSION REGARDING FY07 MEDIA PLAN: ROBIN MALPASS

Robin Malpass gave a presentation on the 2006 Marketing Goals, Marketing Strategy, Media Results, CVB Advisory Board Recommendations and Research. She concluded the presentation with CVB Advisory Board 2007 Marketing Plan Recommendations.

PRESENTATION AND RECOMMENDATION OF LOCAL PROMOTIONAL GRANT FY06 ROUND #4

Howard Raber moved to accept the CVB staff recommendation for reallocation of FY06 Jo Daviess County Local Promotion Grant funds for Grant Round 4 in the amount of \$6,824.50 as presented. Jesse Farlow seconded. The motion carried by voice vote.

Howard Raber moved to accept the Jo Daviess County Local Promotion Grant Round 4/2006 CVB staff recommendation for New Product Development as presented:

1. NPD 06/08; 2006 Galena River Trail Promotion; Friends of the Galena River Trail; eligible elements total \$1,157.42, funded at 50% = \$578.71.

Donna Marcotte seconded. The motion carried by voice vote.

Howard Raber moved to accept the Jo Daviess County Local Promotion Grant Round 4/2006 CVB staff recommendation for New Product Development as presented:

1. NPD 06/09; Apple River Fort 2007 Informational & Event Brochure; Apple River Fort State Historic Site; eligible elements total \$2,035.54, funded at 50% = \$1,017.77.

Mary Kelly-Train seconded. Susan Gordy abstained from the vote. The motion carried by voice vote.

Jesse Farlow moved to accept the Jo Daviess County Local Promotion Grant Round 4/2006 CVB staff recommendation for Event Grant 06/11 as presented:

1. EVT 06/11; "New Harmonies: Celebrating American Roots Music" Smithsonian Traveling Exhibition; Galena-JDC Historical Society; eligible elements total \$4,400.00, fund at 50% = \$2,200.00.

Howard Raber seconded. The motion carried by voice vote.

Emily Stoddard moved to accept the Jo Daviess County Local Promotion Grant Round 4/2006 CVB staff recommendation for Event Grant 06/13 as presented:

1. EVT 06/13; Galena Wine Lover’s Weekend; Galena Downtown Business Association; eligible elements total \$7,275.00, fund at 50% = \$3,637.50.

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

Emily Stoddard moved to accept the Jo Daviess County Local Promotion Grant Round 4/2006 CVB staff recommendation for Event Grant 06/10 as presented:

1. EVT 06/10; 2007 Donnybrook in the Park; Village of Hanover/Helping Hands for Hanover; eligible elements total \$6,684.00, fund at 50% = \$3,342.00.

Howard Raber seconded. The motion carried by voice vote.

Donna Marcotte moved to accept the Jo Daviess County Local Promotion Grant Round 4/2006 CVB staff recommendation for Event Grant 06/12 as presented:

1. EVT 06/12; 2007 Historic Cemetery Walk; Galena-JDC Historical Society; eligible elements total \$1,190.00, fund at 50% = \$595.00.

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

DISCUSSION TO ESTABLISH A POLICY FOR DISCONTINUING PROMOTION OF PROPERTIES WITH DELINQUENT TAXES

Emily Stoddard made a motion that CVB staff implements a policy regarding County Hotel/Motel tax whereby those lodging property owners who are delinquent with the payment of that tax a second time, and all subsequent times will have all promotion through the CVB web site, information center referrals and rack cards removed for 30 days. Fred Hansen seconded. Terry Stoffregen abstained from the vote. The motion carried by voice vote.

UPDATE ON BUREAU PROJECTS

- a. Customer Service: Mary Kelly-Train, License to Serve** Betsy Eaton gave Mary Kelly-Train information for a customer service program we could purchase that would require a facilitator. They will discuss in committee.
- b. Return the Train:** There is a meeting this evening. Meetings are continuing. Betsy Eaton will send out information as she receives it.
- c. Breathe campaign:** The Breathe campaign is over. We need to draw the winner of the contest. 1,203 potential visitors are registered. 1,791 people viewed the video clip on that page.
- d. Well Preserved campaign:** The drop that went out today had almost 400 people register just today. To date we are at 2,778 registrations. We will be adding a video clip to that page as well. Phase 1 launched August 3rd. Now we are moving into Phase 2 with the postcards.
- e. RFP for Marketing Agency:** The RFP has been sent to 14 agencies, is on the county website and was printed as a public notice in the Daily Herald. To date we know there are three agencies working on it; two agencies have declined. October 25th is the deadline for all proposals to be returned. There will be presentations at the November 21st CVB Advisory Board meeting. TDSM is one of the agencies.

- f. **DVD:** The DVD shipment did not arrive today. We will receive 5,000 by the end of the week. We will put out an e-blast to invite all the business partners to come in and pick up a complimentary copy. There will be a small charge for additional copies to cover the cost of reproduction.
- g. **CVB Task Force:** The task force has met. The meeting minutes are posted on the county website. They hope to have a decision within three meetings. The next meeting is October 18.
- h. **2007 Marketing Plan:** We have entered into an interim agreement with TDSM so that we can move forward with the 2007 Marketing Plan.

OTHER REPORTS

Jo Daviess County: Terry Stoffregen

Terry Stoffregen reported that the 30 day payment period they have been working on for Hotel/Motel tax will be in place next month. The task force had a very productive meeting and their homework was pro's and con's of each not-for-profit. They are looking at the minutes from a meeting in October, 2004. He will be attending a Legislative Meeting on Thursday. Ask that state historic sites be open seven days a week.

City of Galena: Todd Lincoln

Todd Lincoln had nothing to report. There is a meeting Monday night at 6:30 p.m. Will the petition for the city to collect hotel/motel tax be on the agenda? Todd hasn't seen the agenda yet and doesn't know if that is on it. When this came up a month or two ago, there was a small discussion kind of through the grapevine that the interest of the council members doesn't seem to be to have that done. He doesn't know if that will hold true on Monday night or not. To his knowledge it's probably not going to go through. Personally he doesn't see the need for it and will not vote for it.

Other Jo Daviess Counties:

Sept. 24 there will be a polo match south on Derinda Rd. It will benefit Habitat for Humanity put on by JDC Servant Leadership. The cost is \$5.00.

The Burlington-Trailways bus discontinued service to Galena and Stockton on August 15th. Their only stops are in Elizabeth and Dubuque. Judy Gratton will research this matter and bring back any information to the board.

OTHER BUSINESS

There was no other business at this time.

PUBLIC COMMENTS

Mike Murphy asked if there is a marketing committee. There is not. When choosing the RFP for the media campaign are we going to have an ad-hoc committee? Presentations will be made to the entire board on Nov. 21st.

Fred Bonnet commented in regards to the city taking over hotel/motel tax and the sales tax issue that the GDBA as a group has not been contacted and they won't make an opinion of that. It is not their place to take a position on that.

Mike Murphy also commented on the 14% increase in hotel/motel tax last December. The Gift Gathering was a nice piece, but we also had cold and snow. When we concentrate on our marketing efforts, remember that.

ADJOURN

Chairperson Stoddard adjourned the meeting at 8:10 p.m.

**NEXT MEETING
6:00 P.M., TUESDAY, OCTOBER 17, 2006
JO DAVIESS COUNTY COURTHOUSE**
