

**REPORT TO THE COUNTY BOARD
MEETING OF JUNE 15, 2004**

CVB Advisory Board Members:

- | | |
|---|--|
| <input type="checkbox"/> Joanne Bielenda | <input checked="" type="checkbox"/> Dane Jackson (<i>left at 6:30</i>) |
| <input checked="" type="checkbox"/> Tom Brusch | <input checked="" type="checkbox"/> Gerri Lamparelli |
| <input checked="" type="checkbox"/> Catherine Cumings | <input type="checkbox"/> Lara LeGrand |
| <input checked="" type="checkbox"/> Jesse Farlow | <input type="checkbox"/> Mike Murphy |
| <input type="checkbox"/> Susan Gordy | <input type="checkbox"/> John Osmanski |
| <input checked="" type="checkbox"/> Jan Harris | <input checked="" type="checkbox"/> Cindy Pepple |
| <input type="checkbox"/> Joel Holland | |

CVB Staff:

- | | |
|---|---|
| <input checked="" 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 type="checkbox"/> Marsha Cordle | |

GUESTS:

Diane Gallagher

In the absence of Chairperson Osmanski, CVB Advisory Board member Jesse Farlow called the meeting to order at 6:05 pm. **Lacking a quorum, all motions are recommendations only.**

WELCOME AND INTRODUCTIONS

Farlow asked the CVB Advisory Board and guests to introduce themselves, and welcomed newcomer Dane Jackson.

PUBLIC COMMENTS

None

MINUTES OF MAY 18, 2004 MEETING

Pepple moved to accept the May 18, 2004 minutes as presented; Brush seconded. Motion carried.

BUREAU REPORTS

Financial & Staff Month-end Reports:

Breed pointed out a change in the financial report regarding a refining of "Current Period." The new format provides a more detailed expenditure tracking. The year-to-date column and formula has not changed.

Mazor briefly highlighted some key activities from the Month-End report:

- 1.28 million mini-magazines were dropped into the Chicago Tribune on June 6th and the 2nd tier market mini-mags were dropped on June 13th. We have received 1,100 responses from the ad thus far.
- Optimizing the new website by utilizing search engines.
- Working with the City of Galena to enhance motorcoach efforts. We have created a motorcoach specific map that is racked at loading and unloading areas. It is designed to give the motorcoach drivers immediate information about travel routes and bus parking.
- Working on the next printing of the Calendar of Events, due out in July.
- Meetings and Conventions: the numbers are showing double from last year. We are seeing a rebound in corporate meetings.
- The Galena Cultural Arts Alliance to assume staffing and janitorial responsibilities at the Old Market House Visitor Information Center on July 1, 2004. We are working with them to ensure a smooth transition.
- Congratulations to Tracy Furlong as the new Director of Communication / Internet Marketing.

Mazor presented a report of statistics from the first e-newsletter. He briefly went through the results of the report, stating that of the 3,000 e-newsletters sent, 70% of them were opened. The percentage of people that opened and clicked through for more information was 21%. He stated that these are very strong numbers and it speaks well to the level of interest in the destination.

(Dane Jackson left at 6:30 p.m.)

LOCAL PROMOTION GRANT ROUND # 3

Furlong presented Round # 3 of the Local Grant Promotion.

New Product Development (NPD)

Furlong presented three grant applications in the New Product Development category.

- *NPD 04/03, Galena State Historic Sites; Galena State Historic Sites Brochure @ \$756.00.*
- *NPD 04/04, Apple River Fort Historic Foundation, Inc.; Apple River Fort State Historic Site Brochure @ \$580.05*
- *NPD 04/05, Stockton Chamber of Commerce; Stockton Chamber of Commerce Brochure @ \$217.50*

Brusch made a motion to accept the CVB staff's award recommendation as presented for the three New Product Development Grants for a total of \$1,553.55. Harris seconded; motion carried.

Events (EVT) January/February/March 2004

- *EVT 04/14, Eagle Nature Foundation, Ltd.; Eagle Nature Foundation @ \$ 2,300.00*

Brusch made a motion to accept the CVB staff's award recommendation as presented for January/February/March 2004. Pepple seconded; motion carried.

Events (EVT) November/December

- *EVT 04/15, Galena/Jo Daviess County Historical Society; Mistletoe Ball @ \$1,267.50*

Pepple made a motion to accept the CVB staff's award recommendation as presented for November/December 2004. Harris seconded; motion carried.

ADVISORY BOARD PLANNING RETREAT NOTES

Mazor briefly went through the notes of the CVB Advisory Board Planning Retreat asking the CVB Advisory Board if the notes were an accurate summary of the retreat. Lamparelli made a motion that the board retreat notes be approved as presented. Brush seconded; motion carried.

FY05 CVB BUSINESS PLAN

Mazor stated that staff has been working on the FY05 budget.

He stated that a reader/website conversion study has been completed and we are waiting for the results. He explained the survey is sent to people that have requested visitor information through magazine and newspaper advertising. The survey asks a variety of questions, for example if they visited the area and if they stayed overnight. The survey is a gauge to see how effective the ad campaign has been.

Mazor stated that staff held a Large Lodging Forum in early May. A survey had been sent to the large lodging facilities to help develop an understanding of priorities and the marketing mix for meetings, motorcoach and SMERF (social, military, educational, religious and fraternal) markets. Through forum discussion, the group concluded their SMERF market was mainly weddings and family reunions. The group agreed that the emphasis for FY05 should continue with the meetings market, while motorcoach efforts will continue to focus on weekday overnight business. Although weddings and family reunions generate a significant number of overnights, this market is better supported by leisure travel marketing efforts.

OTHER REPORTS

Jo Daviess County: No report.

City of Galena: Brusch gave an update on the city's activities. He mentioned the levee walk path is nearly completed, the high school steps have been landscaped, the bike path bids will be opened soon, phase 7 of the downtown reconstruction is

scheduled to start in March 05 and will be completed by fall, and the pool and new concession stand at Recreation Park is doing well.

Pepple announced that Grand Excursion had exceeded its fundraising goals.

Other Villages and Board Members:

Harris stated that Warren was filled with people for the town garage sale this past weekend, and the motor-cross races held at the JDC fairgrounds every Saturday night are bringing large groups of people to the area.

OTHER BUSINESS/BOARD MEMBER COMMENTS

Farlow mentioned the new release of a Field of Dreams DVD commemorating the film's 15 year anniversary. As part of the ancillary footage, Galena's role in the film is highlighted, with local historian Steve Repp providing on-tape commentary filmed onsite last winter.

PUBLIC COMMENTS

Diane Gallagher thanked the CVB staff for the support they are providing to East Dubuque events and businesses.

ADJOURN

A motion to adjourn was made by Brusck, seconded by Cumings. Motion carried. Meeting adjourned at 7:15 p.m.

**NEXT MEETING:
6 P.M., TUESDAY, JULY 20, 2004
JO DAVIESS COUNTY COURTHOUSE BOARDROOM**
