

**REPORT TO THE COUNTY BOARD
MEETING OF NOVEMBER 28, 2007**

CVB Advisory Board Members:

- | | |
|---|--|
| <input type="checkbox"/> Ikhlas, Ahmed | <input checked="" type="checkbox"/> Donna Marcotte |
| <input type="checkbox"/> Jamie Carroll | <input checked="" type="checkbox"/> Howard Raber |
| <input checked="" type="checkbox"/> Charles Fach | <input type="checkbox"/> Mary Sheahen |
| <input checked="" type="checkbox"/> Jesse Farlow | <input checked="" type="checkbox"/> Carole Shutts |
| <input type="checkbox"/> Patricia Goldthorpe | <input checked="" type="checkbox"/> Emily Stoddard |
| <input checked="" type="checkbox"/> Peggy Harmston | <input checked="" type="checkbox"/> Sally Toepfer |
| <input checked="" type="checkbox"/> Kelly-Train, Mary | |
| <input type="checkbox"/> Ken LeGrand | |
| <input type="checkbox"/> Annette McLane | |

CVB Staff:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Mary Althof | <input checked="" type="checkbox"/> Betsy Eaton |
| <input checked="" type="checkbox"/> Melosa Belger | <input type="checkbox"/> Judy Gratton |
| <input checked="" type="checkbox"/> Elizabeth Bulasko | |

GUESTS:

Cheryl Farruggia, Dan Reimer

The November 14, 2007 CVB Board meeting minutes and were approved following a motion made by Jess Farlow and seconded by Sally Toepfer. The motion carried by voice vote.

Howard Raber moved to accept the FY08 CVB Board meeting schedule as presented. Donna Marcotte seconded. The motion carried by voice vote.

Howard Raber made a motion to have Terry Kurt give us an opinion on the protection of consumer leads to be used for CVB use only. Mary Kelly-Train seconded. After some discussion the motion was amended to include media resources. The motion was voted down.

It was the consensus of the CVB board to put together a fee schedule for information sharing. The draft will be sent to Terry Kurt before coming back to the CVB board for approval.

Jess Farlow moved to adjourn the meeting at 10:10 a.m. Howard Raber seconded. The motion carried by voice vote.

CALL TO ORDER

Chairperson Stoddard called the meeting to order at 8:37 a.m.

ROLL CALL

Roll call was answered as follows: Present-Charles Fach, Jesse Farlow, Peggy Harmston, Mary Kelly-Train, Donna Marcotte, Howard Raber, Carole Shutts, Emily Stoddard and Sally Toepfer.

Present: 9

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

ESTABLISHMENT OF QUORUM

A quorum was established.

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 NOVEMBER 14, 2007 MEETING

The November 14, 2007 CVB Board meeting minutes were approved following a motion made by Jess Farlow and seconded by Sally Toepfer. The motion carried by voice vote. The CVB Board requested that the Director of Sales job description be emailed to the board members for their review.

PRESENTATION BY CHERYL FARRUGGIA, PRESIDENT OF THE GALENA AREA CHAMBER OF COMMERCE, REGARDING "LADIES GETAWAY", A CHAMBER SPONSORED EVENT

Cheryl Farruggia asked the CVB Board to help with their efforts regarding the Ladies Getaway event. The Chamber would like a CVB staff member to be on the Ladies Getaway committee and eventually pass this event on to the CVB. It was

suggested that the Chamber contact PWI. Mary Kelly-Train volunteered to attend the January Chamber meeting to see how the event is developing before the CVB commits a staff member to this event and then present a recommendation at that time.

DISCUSSION, RECOMMENDATION AND ACTION ON FY08 CVB BOARD MEETING SCHEDULE

Howard Raber moved to accept the FY08 CVB Board meeting schedule as presented. Donna Marcotte seconded. The motion carried by voice vote.

DISCUSSION, RECOMMENDATION AND DIRECTION ON CVB INFORMATION SHARING POLICY

The County does not have a Freedom of Information policy in place. After some discussion, Howard Raber made a motion to have Terry Kurt give us an opinion on the protection of consumer leads to be used for CVB use only. Mary Kelly-Train seconded. After more discussion the motion was amended to include media resources. The motion was voted down. It was the consensus of the CVB board to put together a fee schedule for information sharing. The draft will be sent to Terry Kurt before coming back to the CVB board for approval.

DISCUSSION, RECOMMENDATION AND ACTION ON ESTABLISHING AN AD HOC NOMINATING COMMITTEE

Chairman Stoddard asked for volunteers to serve on the nominating committee to help with the ballot design and mailing. Stoddard and Kelly-Train will attend all area Chamber meetings in December. If any CVB board members are also Chamber members, please attend your December Chamber meeting. Nominations need to be returned by December 18, ballots mailed by January 9, 2008 and returned to Jean Dimke by January 23, 2008. The new CVB board will be in place for the February 19, 2008 meeting. Emily Stoddard and Dan Reimer will meet with Jean Dimke immediately following this meeting to go over the election details.

OTHER REPORTS

a. CVB, Executive Director, Betsy Eaton:

- 1) Governor's Conference is February 14 - 16, 2008 in Springfield. The Governor's Conference registration form was included in your board packets. Fill out the form and return it to the CVB office as soon as possible. We will register everyone. The CVB will pay your registration; however, you are responsible for your own hotel accommodations and travel expenses.
- 2) The CVB was offered the opportunity to place our Visitor's Guides in the Northern Illinois kiosk at the Belvedere Oasis and the DeKalb Oasis. The cost is \$1,000 for each location for the entire year. We have already shipped 1,020 to Belvedere and are shipping 1,020 to DeKalb today.

- 3) The 2008 Visitors Guide and the Calendar of Events have both gone to print. We expect delivery by the end of December.
- 4) Repairs to the Admin. Office shed have begun and should be completed in two weeks.
- 5) Eagle Ridge Resort & Spa called last week and asked if we would like to partner with them for the Holiday Showcase in Chicago. We will be sharing the cost of the booth and will send visitors guides and banners. We will also receive all leads from the show.
- 6) The CVB needs to put a policy in place regarding the promotion of Basic Services enrollees that the CVB has received three written complaints against.
- 7) The agreement between the City of Galena and the County regarding the Hotel/Motel tax collection passed at the special County Board meeting last night.
- 8) We have four very strong candidates for the Director of Sales position. Second interviews are scheduled within the upcoming week will all of the candidates. They will be asked to complete five tasks that pertain to the position and the exam is expected to take 2 hours to complete.

OTHER BUSINESS

There was no other business at this time.

PUBLIC COMMENTS

There were no public comments at this time.

ADJOURN

Jess Farlow moved to adjourn the meeting at 10:10 a.m. Howard Raber seconded. The motion carried by voice vote.

**NEXT CVB BOARD MEETING
6:00 P.M., TUESDAY, DECEMBER 18, 2007
JO DAVIESS COUNTY COURTHOUSE**
