

**REPORT TO THE COUNTY BOARD
MEETING OF OCTOBER 21, 2003**

CVB Advisory Board Members:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Dick Alexander | <input type="checkbox"/> Cindy Pepple |
| <input checked="" type="checkbox"/> Joanne Bielenda | <input type="checkbox"/> Kristine Polo |
| <input checked="" type="checkbox"/> Bernie Bosch | <input checked="" type="checkbox"/> Ed Quigley |
| <input checked="" type="checkbox"/> Fritz Fuchs | <input type="checkbox"/> Dan Reimer |
| <input checked="" type="checkbox"/> Patricia Goldthorpe | <input checked="" type="checkbox"/> Sandra Wolfram |
| <input checked="" type="checkbox"/> Susan Gordy | |
| <input checked="" type="checkbox"/> Jan Harris (<i>entered at 6:07</i>) | |
| <input checked="" type="checkbox"/> Gerri Lamparelli | |
| <input checked="" type="checkbox"/> John Osmanski | |

CVB Staff:

- | | |
|---|---|
| <input checked="" type="checkbox"/> John Mazor | <input type="checkbox"/> Tracy Furlong |
| <input checked="" type="checkbox"/> Melosa Belger | <input type="checkbox"/> Betsy Eaton |
| <input checked="" type="checkbox"/> Nancy Breed | <input checked="" type="checkbox"/> Beverly VanDerZyl |
| <input type="checkbox"/> Marsha Cordle | |

GUESTS:

Lyn Cook
Katelyn Kelly

Co-Chairman Osmanski called the meeting to order at 6:04pm.

PUBLIC COMMENTS

Quigley announced that Eagle Ridge Inn and Resort (presently owned by United Golf) and Troon Golf (present operator) have begun negotiations for a new contract and there may be rumors that Eagle Ridge is closing. He stated that he wanted to set the record straight: Eagle Ridge Inn and Resort (United Golf) has no intention of closing the facility. If the contract with Troon Golf is not renewed, a new operator will be secured.

MINUTES OF SEPTEMBER 16, 2003 MEETING

Goldthorpe moved to accept the September 16, 2003, minutes as presented; Bosch seconded. Motion carried.

BUREAU REPORTS

Financial & Staff Month-end Reports: Mazor announced revenue for the third quarter has picked up, reflecting a 3% increase compared to the 2002 third quarter. Still, year-to-date hotel tax is down about 6% for the first three quarters compared to FY02.

He mentioned the goals the CVB staff have achieved and surpassed are highlighted on the month end report

DISCUSSION: Growing Opportunities Through the Port of Dubuque

Mazor opened the discussion with a PowerPoint presentation, explaining that the CVB staff has spent time reviewing the Dubuque product and now seeks feedback from the industry. He defined relationship types (business to business, business to CVB, CVB to CVB) and asked the board to consider several questions.

Mazor asked board members to identify Dubuque attractions that enhance our visitor's experience. The compiled list includes:

Bike path	Dubuque graves
Bird watching	Hiking
Boat rental	Ice Hockey
Botanical garden	Locks & dams
Bowling	Mathias Ham House
Cable car	Movie theater
Casino	Opera House
Concerts	River museum
Crystal Lake Caves	Shopping (necessity items)
Dining	Walking trails
Dog track	

After much discussion, the Advisory Board agreed that there is already a working relationship between the CVBs, and that we should maintain the relationship. There was general consensus that if a joint project between the bureaus is considered, these key concepts should be observed:

1. Keep Galena's identity.
2. Dubuque does offer activities that enhance our visitors' experience.
3. At this point, resources do not point to creating a regional brand/joint identity.

Mazor congratulated and thanked the board for creating a set of management objectives that the bureau could implement in future projects.

CONSIDERATION OF 2004 MEDIA SCHEDULE

Mazor showed a PowerPoint presentation of the FY03 advertising campaign. He explanation for the process and tactics used to create the FY03 campaign.

He presented a FY04 advertising campaign in two parts: the base program and 2nd Tier DMA options.

FY04 Promotional Strategy Base Program

Newsprint

- Chicago Tribune
- Inns & Resorts
- Sunday Magazine
- Special Travel Pubs
- Online Program (*newly launched*)
- Pre-print Publishing
- Spring & Fall

Newspaper Brochures Ads

- Travel Marketing Group
- Sun Times
- Milwaukee Journal Sentinel
- Wisconsin State Journal
- Minneapolis Star Tribune

Direct Mail

- Educators Campaign
- 2003 Visitor's Planning Guide Inquires

Travel Publications

- Illinois Now! (x2)
- Home & Away (x3)
- Travel America (x3)
- Midwest Living (x6)

Specialty Publications

- Windy City Sports (ski)
- Chicagoland Golf

Mazor stated that it is similar to the FY03 program with the exception of changing Peoria for the Quad Cities and testing the Minneapolis area as agreed upon at the last meeting.

FY04 Promotional Strategy 2nd Tier Options:

Mazor stated that our 2nd Tier market was unusually strong so the marketing agency came up with two options within two plans. They are:

2nd Tier DMA Option #1A

- Madison
- Quad Cities
- Minneapolis
- 330,000 inserts
- Limited Display
- Spans 2-month period
- Quality similar to the FY03 campaign

2nd Tier DMA Option #2A

- Madison
- Quad Cities
- Minneapolis
- Peoria
- Bloomington-Normal
- Cedar Rapids
- Des Moines
- 500,000 inserts
- One Time Distribution
- Co-op Brochure Opportunities
- Tabloid quality

Mazor briefly described the two options and then asked the board which they preferred. The consensus of the board was Option # 1A.

Special Publications Option #1B

- Mini-Magazine similar to 03 pub
- 500,000 Sunday Tribune Magazines
- May 2004
- Full-page ad
- 1.2 million circulation

Special Publications Option #2B

- Dubuque CVB Co-op
- 1,000,000 circulation in Chicago Market
- River experience focus
- Co-op brochure opportunities
- May & June 2004
- Cost and content shared with DBQ CVB

Mazor described the two options, showing examples of what the two options would look like. The consensus of the board was Option #1B.

PROJECT UPDATES

- a. **Web Site:** Mazor stated the staff has looked at over 200 slides from the behind the scenes portion of the website. It is expected to be launched in December 2003.
- b. **Walking Tour:** Mazor mentioned that he has been working with Daryl Watson to design a walking tour brochure of Galena with architectural information on the back (will replace existing Guide to Historical Sites & Attractions).
- c. **Wedding Packets:** Mazor stated that in the past we have had a series of in-house copied pieces of information and are going to enhance the quality by creating a common wrap to hold the Visitor's Guide and a formal invitation to hold a wedding in this destination.

OTHER REPORTS

Jo Daviess County: None

City of Galena: Pepple was not present.

Other Villages and Board Members: Wolfram announced that the autumn O-Galena! Orienteering Festival was profitable. Besides the nearly 100 leisure participants, Warren High School P. E. classes with great success. The organization will work on getting more school/group involvement.

Gordy announced that the Apple River Fort hosted an event on County Fair weekend titled 'A Man's Land'. It was geared towards masculine activities; they were very pleased that 1,200 people participated in the first time event.

Goldthorpe announced the recent Visit Illinois board meeting in Galena was a great success.

OTHER BUSINESS/BOARD MEMBER COMMENTS

None.

PUBLIC COMMENTS

None

ADJOURN

A motion to adjourn was made by Goldthorpe, seconded by Alexander. Motion carried. Meeting adjourned at 8:05 p.m.

NEXT MEETING:

NOTE TIME CHANGE: 5:30 P.M. **NOVEMBER 18, 2003**

JO DAVIESS COUNTY COURTHOUSE BOARDROOM
