

**REPORT TO THE COUNTY BOARD
MEETING OF JANUARY 15, 2002**

CVB Advisory Board Members:

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| <input checked="" type="checkbox"/> Karen Allen | <input checked="" type="checkbox"/> Susan Gordy |
| <input type="checkbox"/> Gerald Bausman | <input checked="" type="checkbox"/> Lyndi Huotari |
| <input checked="" type="checkbox"/> Merri Berlage (6:10) | <input checked="" type="checkbox"/> John Osmanski |
| <input checked="" type="checkbox"/> Bernie Bosch | <input checked="" type="checkbox"/> Cindy Pepple |
| <input type="checkbox"/> Fritz Fuchs | <input checked="" type="checkbox"/> Dan Reimer |
| <input checked="" type="checkbox"/> Mark Gallagher | <input type="checkbox"/> Mike Scholz |
| <input checked="" type="checkbox"/> Lyndi Huotari | <input checked="" type="checkbox"/> Judy VenHuizen |
| <input checked="" type="checkbox"/> Patricia Goldthorpe | |

CVB Staff:

- | | |
|---|---|
| <input checked="" type="checkbox"/> John Mazor | <input checked="" type="checkbox"/> Kristin Patel |
| <input checked="" type="checkbox"/> Nancy Breed | <input checked="" type="checkbox"/> Melosa Belger |

GUESTS:

- | | |
|-----------------|-------------------|
| JoAnne Bielenda | Sharon Fallbacher |
| Evelyn Camp | Dean Wright |
| Mr. Camp | |

The CVB Advisory Board recommends awarding the printing of 100,000 Galena/Jo Daviess County Guides to Historical Sites & Attractions to LaCross Graphics for \$5,920.87.

Chairperson Goldthorpe called the meeting to order at 6:05pm.

MINUTES OF DECEMBER 18, 2001 MEETING

Bosch moved to accept the minutes of the December 18, 2001 meeting; Reimer seconded. Motion carried.

FINANCIAL REPORTS OF DECEMBER, 2001

Reimer moved to accept the November financial reports; Pepple seconded. Motion carried.

Berlage entered the meeting at 6:10.

COMMITTEE REPORTS

Marketing: No Meeting. Evelyn Camp, Media Director for Ivie & Associates, Inc., presented an overview of what her advertising agency does for the CVB, emphasizing the vital role it plays in marketing this destination with input from the CVB Marketing Committee and staff. She shared a variety of print ads and television commercials that they have created. She also showed several segments on Galena from *Paula Sands Live!*, indicating that this was one of several free exposures that came through the direct efforts of Ivie & Associates.

Procedures: No Meeting

Finance: No Meeting

Visitor Services: Huotari stated the committee met and had a lengthy discussion about the Illustrated Map. To address concerns that are not appropriate for this focused piece, they discussed the possibility of developing a new way-finding map with Jo Daviess County on one side and all of Galena on the other. Staff would be responsible for working out the logistics of the new project.

Huotari stated that they did not have a quorum at their meeting, so she brought forward a motion to reprint the guide with the suggested edits recommended by staff in a quantity of 100,000 using La Crosse Graphics for the low bid of \$5,920.87. Included in the edits is a renaming of the brochure to eliminate confusion over its focus; the piece will now be referred to as “Galena/Jo Daviess County Guide to Historical Sites & Attractions”. Gordy seconded. Motion carried.

Executive: The committee met prior to Board Meeting. Goldthorpe stated that they discussed TPC’s 20 Recommendations and a possible CVB Board/County Board Retreat. After much discussion by the CVB Board regarding logistics, it was determined that the Executive Committee should work out the details for the retreat.

STRATEGIC TOURISM PLANNING REPORTS

Tourism Planning Committee: Berlage stated the committee met to discuss the 20 Recommendations. They set each point’s level of priority and determined who would be responsible for enacting each recommendation. The TPC was then disbanded and is to be congratulated for accomplishing their task.

EXECUTIVE DIRECTOR REPORT

In addition to Mazor’s written report, he discussed the reasons why a board retreat is vital to the CVB at this time. He also gave a brief summary of plans for a tracking survey staff is preparing to determine the effectiveness of the organization’s current marketing efforts. He also gave a quick overview of his goals for the CVB in the coming months.

DIRECTOR OF OPERATIONS REPORT

In addition to Breed’s written report, she showed the board a 2002 PC monitor calendar that was sent to all 2001 group and meeting planner leads. She also showed a window decal that will be placed in downtown Galena storefronts indicating where to find public restrooms.

EVENT COORDINATOR REPORT

In addition to Patel’s written report, she informed board members of the dates for industry proofing of the Visitor’s Guide (January 28-30) and the deadline for submitting information for the next printed Calendar of Events (February 8). Patel stated that her goal is to have these two publications to the printers prior to going on maternity leave in mid-February. She also reported that after only two weeks of registration, the triathlon was nearly sold out.

OTHER REPORTS

County Board: Berlage reported that a representative from IEPA has been visiting farms throughout the County, writing up numerous violations that have hit many farms very hard. She informed board members about an upcoming meeting regarding this issue and encouraged their attendance and support because of the close ties between tourism and farming in Jo Daviess County.

Berlage also stated that she is working to fill the vacant CVB Advisory Board seat and hopes to present a name for approval at the next County Board meeting.

City of Galena: Pepple announced that most of the \$40,000 the City of Galena designated for their matching grant advertising program has been awarded, which translates into \$80,000 in new advertising for Galena. She reported that the CVB logo would appear on all advertising paid for using these grant dollars and thanked board members for allowing the City to use the logo. She also indicated that a second phase of requests for Galena giveaways from area businesses would be starting soon.

OLD BUSINESS: Breed reminded the board about the Governor’s Conference and encouraged anyone planning on going to let her know immediately.

NEW BUSINESS: Mazor stated that an agri-tourism workshop sponsored by the Department of Agriculture would be held in Sycamore on March 13th. CVB staff will inform local residents of the opportunity through a press release in the local media.

After board member and public comments, a motion to adjourn was made by Gallagher; seconded by Reimer. Motion carried. Meeting adjourned at 8:35 pm.

NEXT MEETING: FEBRUARY 19, 2002 JO DAVIESS COUNTY COURTHOUSE
