

**REPORT TO THE COUNTY BOARD
MEETING OF APRIL 16, 2002**

CVB Advisory Board Members:

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| <input type="checkbox"/> Karen Allen | <input type="checkbox"/> Susan Gordy |
| <input checked="" type="checkbox"/> Gerald Bausman | <input checked="" type="checkbox"/> Lyndi Huotari |
| <input checked="" type="checkbox"/> Merri Berlage | <input 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 checked="" type="checkbox"/> Mike Scholz (entered at 6:35) |
| <input type="checkbox"/> Patricia Goldthorpe | <input checked="" type="checkbox"/> Judy VenHuizen (entered at 6:10) |

CVB Staff:

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

GUESTS:

Carrie Stier

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

PRESENTATION OF FINANCIAL REPORTS

Mazor stated that the budget showed a strong winter and we can expect a strong summer.

VenHuizen entered at 6:10.

MONTHLY REPORT

Mazor commented on the new report format. It is intended to be a snapshot of staff activities each month toward the CVB objectives. It will measure progress in five categories: Leisure Travel Marketing, Event Planning & Management, Meeting & Convention Marketing, Community Outreach and Education and Visitor Services. It will replace individual staff reports. Bosch brought forward a motion to approve the Outline for Strategic Objectives and Measurement Summary format as presented. Pepple seconded. Motion carried.

Mazor highlighted several points in the report: Marsha Cordle has been hired as the Director of Sales and she could not join the meeting this evening because she is

attending a trade show in Chicago; a new publication, "Meetings at a Glance" was distributed.

REQUEST FOR PROFESSIONAL SERVICES

Mazor reviewed the RFP for Tourism Consulting/ Agency Services he had distributed at the last board meeting. He stated that several firms are finalists; presentations will be at the Courthouse on April 17. A panel of CVB board members and County board members will make up the panel. They will decide and send a recommendation to Development & Planning Committee with a final decision possible at the May 14 County Board meeting.

MINUTES OF MARCH 19, 2002 MEETING

Bosch moved to accept the minutes of the March 19, 2002 meeting; Gallagher seconded. Motion carried.

TRAVEL PUBLICATION TRACKING SURVEY RESULTS

Mazor discussed the results of the Publication Tracking Survey. He explained that it gave us some very useful information, including:

- 42% of people in survey came to Jo Daviess County
- 36% were day trippers
- 79% were repeat visitors.

Scholz entered at 6:35pm.

CURRENT THEMELINE

There was a consensus that the current theme line of 'Find Yourself in Galena' should be replaced.

OTHER REPORTS

County Board: Berlage reported that the new Jo Daviess County Economic Development Director, Janet Anderson, has begun work. Berlage will be attending the Mayor's meeting and will bring up a discussion about each village reporting at the CVB Advisory Board meetings. She stated that Highland Community College has 3 candidates for the President position. She mentioned a topic raised at the County Board meeting regarding collection procedure of hotel/motel tax; there is misunderstanding of the current policy.

City of Galena: Pepple stated that the blacksmith shop is up on wheels and is almost ready to be moved to its permanent location. Phase 5 has begun, starting in front of the Post Office. All of the utilities will be buried underground on Commerce Street. She announced that a reconstruction information meeting would be held at the DeSoto House Hotel for downtown businesses. She mentioned that she had found a French market company interested in researching Galena as a potential site for a

weekend market for locals to market their items. It would not be limited to farmers, but would include a large variety of items.

ADJOURN

After board member and public comments, a motion to adjourn was made by Bausman; seconded by Huotari. Motion carried. Meeting adjourned at 7:35 pm.

NEXT MEETING:

6 P.M. MAY 21, 2002

JO DAVIESS COUNTY COURTHOUSE BOARDROOM
