

**REPORT TO THE COUNTY BOARD  
MEETING OF FEBRUARY 17, 2004**

**CVB Advisory Board Members:**

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|--|---|
| <input type="checkbox"/> Dick Alexander              | <input type="checkbox"/> Lara LeGrand             |
| <input checked="" type="checkbox"/> Joanne Bielenda  | <input checked="" type="checkbox"/> Mike Murphy   |
| <input checked="" type="checkbox"/> Tom Brusch       | <input type="checkbox"/> John Osmanski            |
| <input checked="" type="checkbox"/> Jesse Farlow     | <input type="checkbox"/> Cindy Pepple             |
| <input type="checkbox"/> Susan Gordy                 | <input checked="" type="checkbox"/> Kristine Polo |
| <input checked="" type="checkbox"/> Jan Harris       | <input type="checkbox"/> Ed Quigley               |
| <input checked="" type="checkbox"/> Joel Holland     |   |
| <input checked="" type="checkbox"/> Gerri Lamparelli |   |

**CVB Staff:**

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

**GUESTS:**

Merri Berlage  
Lyn Cook

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In the absence of a Chairperson, the CVB Advisory Board members asked John Mazor to preside over the meeting. He called the meeting to order at 6:05 pm.

**PUBLIC COMMENTS**

None

**MINUTES OF JANUARY 20, 2003 MEETING**

Polo moved to accept the January 20, 2004 minutes as presented; Bielenda seconded. Motion carried.

**BUREAU REPORTS**

**Financial & Staff Month-end Reports:**

Breed gave a quick overview of the Financial Report. She answered questions from the board regarding the 10% administration fee of hotel/motel tax to Jo Daviess County.

Mazor quickly reviewed the staff month-end report, pointing out many major projects that are coming to fruition very soon. Those include the launching of the new website, the printing and distribution of the 2004 Visitor Planning Guide, a twenty-eight page Walking Tour of Galena with five different walking tours, an updated Illustrated Map to accompany the Walking Tour Guide, and the County Line newsletter. There is also a postcard being mailed out next week to 30,000 teachers as part of the Educators Campaign.

Mazor mentioned an ad that was placed in the Chicago Tribune online publication and within the first day and a half we received more than one thousand requests for information.

Mazor mentioned that the Director of Sales is preparing for the Heartland Showcase, a motorcoach tradeshow held in Cleveland, OH on February 21<sup>st</sup> and 22<sup>nd</sup>.

Mazor mentioned that the triathlon is just around the corner. Registration closed in the first 15 days with 1,400 participants signed up.

VanDerZyl passed out the spring issue of IL Now (a calendar of events published quarterly by the state of Illinois), stating that Galena/Jo Daviess County had 23 references, a contest and several photos included.

Mazor stated that several workshops would be hosted to unveil the new website and to help industry members understand how they can access parts of the site for packaging and e-newsletters.

#### **ADJUSTMENTS TO THE FY04 MEDIA SCHEDULE**

Mazor reminded everyone that at the last CVB board meeting they had discussed adding to the media schedule through creating a 1.28 million release of the mini-mag to the Chicago Tribune and several second tier markets. Consensus had been to hold off making a decision on a second run of a half million more mini-mags.

Mazor stated the Chicago Tribune offered to discount of \$17,000 if we committed to the 1.28 million in June and the half million to be determined at a future date. Mazor stated that he took the proposal to the County Development and Planning Committee and then on to the County Board. The County Board was comfortable with the proposal and approved it. The CVB Board will discuss at a later date when to release the additional 500,000 mini-mags.

#### **NOTES FROM 2003 ADVISORY BOARD RETREAT**

Mazor briefly reviewed the notes from the 2003 Advisory Board Retreat. He stated that all topics from the retreat were included in the FY04 Business Plan and the CVB is accomplishing all of the 2003 goals.

#### **2004 ADVISORY BOARD PLANNING RETREAT**

Mazor began an open discussion about topics for the 2004 Advisory Board Retreat. He suggested building on the success of the past and taking a broader leadership role as it relates to the visitor destination. He stated that Susan Gordy has agreed to participate in a Retreat Task Force and he asked for other volunteers; Jesse

Farlow, Tom Brush, Jan Harris, JoAnne Bielenda, and Gerri Lamparelli volunteered. They will collect information and create a plan to bring to the Advisory Board retreat in April or May.

**COMMUNITY OUTREACH PROGRAM**

Eaton stated that she had four firm dates scheduled for presentations of the Community Outreach program: February 25<sup>th</sup> in Elizabeth, February 26<sup>th</sup> for the Catholic Charities, March 6<sup>th</sup> at the Galena Chamber Tradeshow and March 23 in East Dubuque. She mentioned that she had recently spoken to Janet Anderson regarding a presentation in Stockton and Craig Raymond in Scales Mound about working with their Chamber of Commerce. She mentioned that she still needed some assistance for Warren and Hanover. She stated that there is a possibility of working with Jo Daviess County's two large resorts Apple Canyon Lake and Galena Territory.

She stated that she has made a trip around the county regarding racking brochures through out the area. All of the locations she visited were very interested and willing to rack our publications, but did not have enough room for a large rack or kiosk.

**OTHER REPORTS**

**Jo Daviess County:** Berlage stated the County Administrator position has been filled and he is scheduled to start on March 1, 2004.

**City of Galena:** Bruschi stated the Galena City Council has passed a strict 30 day notice policy for film crews.

He stated the Home Rule Committee met on February 16, 2004. Bruschi said the committee did a great job of presenting all of the pros and cons of Home Rule. The City of Galena has not made a decision about it at this time.

**Other Villages and Board Members:** None

**OTHER BUSINESS/BOARD MEMBER COMMENTS**

None

**PUBLIC COMMENTS**

None

**ADJOURN**

A motion to adjourn was made by Polo, seconded by Holland. Motion carried. Meeting adjourned at 6:48 p.m.

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**NEXT MEETING:**

**6 P.M., TUESDAY, MARCH 16, 2004**

**JO DAVIESS COUNTY COURTHOUSE BOARDROOM**

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