

**REPORT TO THE COUNTY BOARD
MEETING OF NOVEMBER 28, 2006**

CVB Advisory Board Members:

- Ikhlas, Ahmed
- Jesse Farlow
- Patricia Goldthorpe
- Susan Gordy
- Peggy Harmston
- Jan Harris
- Kelly-Train, Mary
- Ken LeGrand

- Todd Lincoln
- Annette McLane
- Donna Marcotte
- Howard Raber
- Mary Sheahen
- Emily Stoddard
- Terry Stoffregen

CVB Staff:

- Mary Althof
- Melosa Belger
- Elizabeth Bulasko

- Marsha Cordle
- Betsy Eaton
- Judy Gratton
- Cynthia Schlichting

GUESTS:

LeeAnn Havenga, Erin Murphy, Kathie Farlow

The October 17, 2006 meeting minutes were approved following a motion made by Mary Kelly-Train and seconded by Peggy Harmston. The motion carried by voice vote.

CALL TO ORDER

Co-Chairperson Farlow called the meeting to order at 6:00 p.m.

ROLL CALL

Roll call was answered as follows: Present-Ikhlal Ahmed, Jesse Farlow, Patricia Goldthorpe, Susan Gordy, Peggy Harmston, Jan Harris, Mary Kelly-Train, Annette McLane, Howard Raber, Mary Sheahen and Terry Stoffregen.

Present: 11

CVB Staff present: Mary Althof, Melosa Belger, Elizabeth Bulasko, Marsha Cordle, Betsy Eaton, and Judy Gratton.

WELCOME AND INTRODUCTIONS

Jesse Farlow welcomed and thanked everyone for attending.

PUBLIC COMMENTS

There were no public comments at this time.

APPROVAL OF MINUTES OF THE OCTOBER 17, 2006 MEETING

The October 17, 2006 meeting minutes were approved following a motion made by Mary Kelly-Train and seconded by Peggy Harmston. The motion carried by voice vote.

PRESENTATION OF 2007 MEDIA PLAN

LeeAnn Havenga gave a presentation of the 2007 Media Plan. There was much discussion following the presentation regarding concerns about the lack of our logo on the new Visitor Guide cover.

CVB TASK FORCE

Donna Marcotte unable to attend the meeting, therefore there was no report on the CVB Task Force.

UPDATE ON SALES TAX AND HOTEL/MOTEL TAX COLLECTION

There was a 4.67% increase in the September Hotel/Motel Tax month by month comparison for FY2005/FY2006. Overall for the year there is a 1.2% decrease. 2005 was the best year this destination has ever had.

2007 ILLINOIS GOVERNOR'S CONFERENCE ON TOURISM

The 2007 Illinois Governor's Conference on Tourism will be February 7-9, 2007 at the Palmer House Hilton, Chicago. Registration for Advisory Board members will be paid by the CVB; however lodging will be the responsibility of the Advisory Board members. Room rates are \$159 single and \$189 double. We will need to know by the December meeting who will be attending.

UPDATE ON BUREAU PROJECTS

- a. **Everyday Magic Campaign:** To date we have had 3,948 requests for the Everyday Magic campaign. There are almost 6,000 for the Well Preserved campaign.
- b. **2007 Visitor Guide:** The guide is ready to go to the printer.
- c. **Meeting Motor Coach Planner:** The Meeting Motor Coach Planner is at the printer. We hope to have it in house December 7th for the upcoming Holiday Showcase.
- d. **2007 Calendar of Events:** The 2007 Calendar of Events should be ready the middle of January.
- e. **2007 Galena Triathlon/Duathlon:** The website has been updated with registration rates of \$71.50 early bird, \$78.50 after Jan. 16th. There is an ad in Chicago Athlete as well as gift titles on their website. 4,000 postcards will be sent to athletes. Sponsor letters went in the mail this afternoon.
- f. **RFP for Marketing Agency:** Five proposals have been submitted. Presentations are scheduled for December 19 at 5:30 p.m.

OTHER REPORTS

Jo Daviess County: Terry Stoffregen

Terry Stoffregen stated he has learned a lot from serving on this board and wanted to compliment the staff for their exceptional hard work. He told the board that they are important and that the County Board does listen to what they have to say. He also reported the CVB Task Force presentation is tomorrow evening at 7 p.m. in the county boardroom. He encouraged everyone to attend.

City of Galena: Todd Lincoln

Todd Lincoln was not present.

Other Jo Daviess Counties:

The Warren Christmas Walk is December 7 from 5 p.m. – 9 p.m. The Elizabeth Christmas Walk is December 2-3. Keeping Christmas at the Apple River Fort is December 9-10 from 10 a.m. – 4 p.m. The Galena Artist Guild has a new website - Galenaartists.com. They have rented the old wicker store as a gallery for Guild members and will open in January. The Goldmoor Grand Opening is December 3 from 3 p.m. – 6 p.m.

OTHER BUSINESS

Betsy Eaton announced the E-special button has been reactivated until May 15th. Visit Illinois is now Illinois Tourism Alliance. They have a new name and director. Betsy is a member of the host committee. Liz Bulasko will be attending a finance meeting in Decatur Nov. 30 & Dec. 1. We have copies of the TDSM presentation available if you would like one. We have received a proposal from Vince Toepfer who has a great Customer Service program that he is willing to do at no charge. We would like to get moving on this after the first of the year. Destination Marketing International now has an accreditation program. It is something Betsy would love to pursue for this destination and much of the criteria we already have fulfilled.

RECOGNITION OF EXPIRING BOARD TERMS

Terry Stoffregen, Susan Gordy, Peggy Harnton, Kenny LeGrand, Annette McLane and Howard Raber were recognized for their service on the CVB Advisory Board.

PUBLIC COMMENTS

Kathie Farlow commented that we all want one thing. We all need to work together with the City and all groups involved and try to keep personalities out. Regarding the new guide, as a new consumer she would be intrigued and want to pick it up and look at it. She likes the big G.

ADJOURN

Susan Gordy made a motion to adjourn the meeting. Annette McLane seconded. Motion carried by a voice vote. Meeting adjourned at 8:05 p.m.

NEXT MEETING
5:30 P.M., TUESDAY, DECEMBER 19, 2006-NOTE TIME CHANGE
JO DAVIESS COUNTY COURTHOUSE
