

**REPORT TO THE COUNTY BOARD
MEETING OF AUGUST 19, 2003**

CVB Advisory Board Members:

- Dick Alexander
- Joanne Bielenda
- Bernie Bosch
- Fritz Fuchs
- Patricia Goldthorpe
- Susan Gordy
- Jan Harris

- Gerri Lamparelli
- John Osmanski
- Cindy Pepple
- Kristine Polo
- Dan Reimer
- Sandra Wolfram

CVB Staff:

- John Mazor
- Melosa Belger
- Nancy Breed
- Marsha Cordle

- Tracy Furlong
- Betsy Eaton
- Beverly VanDerZyl

GUESTS:

Lyn Cook

In the absence of Co-Chairmen, Goldthorpe presided over the meeting. She called the meeting to order at 6:02pm.

WELCOME AND INTRODUCTIONS

Goldthorpe asked the CVB Advisory Board members, CVB staff and guests to introduce themselves.

PUBLIC COMMENTS

None

MINUTES OF JULY 15, 2003 MEETING

Fuchs moved to accept the minutes as presented; Lamparelli seconded. Motion carried.

BUREAU REPORTS

Financial & Staff Month-end Reports: Mazor reported that we are still lagging behind in hotel/motel tax, down 7% compared to the same time period last year. On a more positive note, the draft audit from the county shows more revenue that we anticipated for FY04.

The Gallery of Great Escapes mini magazine ad campaign has resulted in 250 phone inquiries and 250 e-mail inquiries so far for the month of August.

VanDerZyl passed out the new Illinois Now Fall Calendar of Events mentioning that it mentioned Galena /Jo Daviess County a total of 19 times including photos.

PRESENTATION OF FY2004 BUSINESS PLAN

Mazor briefly highlighted the history and visitor survey portions of the Business Plan and then asked staff members to discuss the changes in each of their programs.

Cordle began with Leisure Travel Marketing; she stated that the CVB and the City of Galena have been working together for the benefit of motorcoach travel.

Cordle stated that she is producing a Value Added coupon book for motorcoaches that qualify for overnight stays. Any business in the county will be able to participate except for lodging properties. She stated that they are training members of the Visitor Information Center to work with day trip motorcoaches.

VanDerZyl continued with Media Relations; She stated that the press release program has been moved to a higher priority than it was in the past. She stated that the media database has been enhanced to track leads and can be used for story suggestions and site tours. The new website will have a pressroom. We will be able to customize special needs, a photo library and other materials needed for travel writers and media. She stated that she is continuing to convert our most popular slides into CD's as well as expanding the photo library with new photos.

The Golf Niche marketing program began with John attending the 2003 ING conference in Colorado. We will continue to create greater exposure for the County as a golf destination. The 2004 ING Conference will be held at Eagle Ridge Inn & Resort.

She stated that she qualified for the Midwest Travel Writers Association and had been accepted into the association.

She reiterated that the CVB is continuing to track and document the amount of unpaid media exposure received by Jo Daviess County and will continue to maintain a filing system of published articles.

Furlong continued with Event Planning and Management; Furlong stated the program's objective would remain the same. She will continue to offer technical assistance in a variety of areas. She stated that she has expanded her program to include a subscription to an on-line media service that will allow her send event information to approximately 200 media sources throughout the Midwest about 30 - 35 times a year. The Visitor Information Center offers event assistance with three-dimensional displays. It advertises the event to visitors and enhances the appearance of the Visitor Center. She stated that she is creating a brochure card highlighting the services that the CVB offers to help get the word out to organizations and event planners.

Cordle continued with Meeting and Convention Marketing; She stated that the objective is the same. She will change the Galena gift basket given away at the tradeshows to a premium gift that will be sent to each qualifying lead after the tradeshow as a reminder of the destination. She stated that she has started a series of pull up banners to enhance the Tradeshow Booth.

VanDerZyl commented on the Community Outreach and Education program; She stated the E-briefs would continue to be sent via email and fax to keep the industry updated with tourism related information. Beverly stated that she and Betsy are designing a plan to connect communities to CVB efforts and offer assistance to help attract visitors.

Eaton continued with the Visitor Services Program; She gave a history of the two centers. She stated that she is continuing to train staff. They have combined the monthly staff meeting with site visits at different locations. They discuss issues of the center and then tour the property. She stated that the tourism hotline is up & running. People can call the toll free number for upcoming events and available lodging after hours. She is continuing to work with the city on property improvements. She invited everyone to stop in for a visit to see the new uniforms, event displays and the wonderful job staff is doing.

ELECTRONIC PROMOTIONS

Mazor stated that all of the proposals for the new website design are in and he had put together a small group of CVB advisory board members, staff members and Joe from the GIS department to review them.

Mazor described the Online Lodging Reservations idea to the board, asking them if it should be implemented now or wait to discuss it again in a year. After much discussion, the consensus of the board was that it is a great idea and would like to try the Online Booking as soon as possible.

2004 VISITOR'S PLANNING GUIDE UPDATE

VanDerZyl presented the changes for the 2004 Visitor's Planning Guide. She stated that several of the themed editorials will change, changes will be made in the center map, and there will be one new category and one new sub-category. The name of the Entertainment & Art Schools category will change to Arts & Entertainment. The cost for additional listings and businesses outside of the County will increase from \$200 to \$250. Enrollment forms will be mailed out on October 10, 2003 and the deadline for enrollment is November 7, 2003.

FEDERAL SCENIC BYWAY GRANT APPLICATION UPDATE

Breed announced that the County Board approved the funds to match the Federal Scenic Byway Grant. She gave a brief background history of the grant project, a time line and cost of each project, and the CVB's space needs based on the 2002 Jo Daviess County Facilities Space Needs. Grant award announcements are expected around the first of the year.

OTHER REPORTS

City of Galena: Pepple was not present.

Other Villages and Board Members: Mazor mentioned that the Grand Excursion website was up and running. The CVB is looking for events to place on the website. He asked everyone to keep Grand Excursion in mind when planning events and guest experiences.

Tickets are now available on-line for day excursions including lunch and moonlight cruises.

OTHER BUSINESS/BOARD MEMBER COMMENTS

Goldthorpe mentioned that the Visit Illinois Board has discussed taking the initiative to hire lobbyist to lobby against budget cuts in Tourism. The Illinois B & B Association has agreed to make a financial commitment to help with the lobbyist. The next Visit Illinois meeting will be hosted in Galena on October 16th. It would be a good time for the tourism industry to get involved and support the issue.

Mazor stated that George Caldwell has left Eagle Ridge. He moved to Florida and purchased a Home Vesters Franchise. Ed Quigly has been hired to take his place at Eagle Ridge.

Breed gave an update on John Osmanski. She ran into him in a store. He said he is feeling good and attempting to work.

Mazor stated that Duane Olivier has announced that he will be retiring at the end of the year.

PUBLIC COMMENTS

None

ADJOURN

A motion to adjourn was made by Bosch seconded by Goldthorpe. Motion carried. Meeting adjourned at 7:55pm.

**NEXT MEETING:
6 P.M. SEPTEMBER 16, 2003
JO DAVIESS COUNTY COURTHOUSE BOARDROOM**
