

**REPORT TO THE COUNTY BOARD
MEETING OF MAY 16, 2006**

CVB Advisory Board Members:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Jesse Farlow | <input type="checkbox"/> Donna Marcotte |
| <input checked="" type="checkbox"/> Patricia Goldthorpe | <input type="checkbox"/> Howard Raber |
| <input type="checkbox"/> Susan Gordy | <input checked="" type="checkbox"/> Mary Sheahen |
| <input checked="" type="checkbox"/> Fred Hansen | <input checked="" type="checkbox"/> Emily Stoddard |
| <input checked="" type="checkbox"/> Peggy Harmston | <input checked="" type="checkbox"/> Terry Stoffregen |
| <input checked="" type="checkbox"/> Jan Harris | |
| <input type="checkbox"/> Mary Kelly-Train | |
| <input checked="" type="checkbox"/> Ken LeGrand | |
| <input checked="" type="checkbox"/> Todd Lincoln | |
| <input checked="" type="checkbox"/> Annette McLane | |

CVB Staff:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Mary Althof | <input checked="" type="checkbox"/> Marsha Cordle |
| <input checked="" type="checkbox"/> Melosa Belger | <input checked="" type="checkbox"/> Betsy Eaton |
| <input type="checkbox"/> Elizabeth Bulasko | <input checked="" type="checkbox"/> Judy Gratton |
| | <input type="checkbox"/> Cynthia Schlichting |

GUESTS

Michelle Murphy, Annette Klingsporn, Verne Wegner

CALL TO ORDER

Chairperson Stoddard called the meeting to order at 5:32 p.m.

ROLL CALL

Roll call was answered as follows: Present-Jesse Farlow, Patricia Goldthorpe, Fred Hansen, Peggy Harmston, Jan Harris, Ken LeGrand, Todd Lincoln, Annette McLane, Mary Sheahen, Emily Stoddard and Terry Stoffregen.

Present: 11

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

WELCOME AND INTRODUCTIONS

Emily Stoddard welcomed board members and Judy Gratton introduced CVB Depot staff members, Annette Klingsporn and Verne Wegner.

PUBLIC COMMENTS

There were no public comments at this time.

APPROVAL OF MINUTES OF THE APRIL 18, 2006 MEETING

The April 18, 2006 meeting minutes were approved as presented with a typographical correction to OTHER REPORTS, City of Galena, following a motion made by Patricia Goldthorpe and seconded by Emily Stoddard. The motion carried by voice vote.

UPDATE ON BUREAU PROJECTS

- a. Customer Service:** Jesse Farlow gave an update on the committee's progress.
- b. Train service:** Meeting May 23 with Amtrak at the Railway Café at 6:00 p.m.
- c. Galena By-Pass:** Public meeting May 18 at the Galena Convention Center from 1:00 p.m. to 7:00 p.m.
- d. Triathlon/Duathlon:** Event is this Saturday and is closed with 1,398 athletes. Water temperature is a concern. It must be 58 degrees in order to swim. Wetsuits will be required and the course will be shortened. All athletes have the option to switch to duathlon. Mary Sheahen would like to see historical data after this year's event.
- e. Illinois Road Show:** Fifteen representatives from the Illinois Bureau of Tourism will arrive at Chestnut at 4 p.m. on June 5, followed by dinner at Fried Green Tomatoes. This is due to the efforts of Marsha Cordle.
- f. DVD:** We are hoping to view the rough cut on Friday and receive the final DVD for the June county board meeting.

OTHER REPORTS

Jo Daviess County: Terry Stoffregen

Terry Stoffregen expressed his pleasure to be on the CVB Advisory Board. He will attend the meetings or will send a replacement if he can't be here.

City of Galena: Todd Lincoln

Todd Lincoln informed us he has the sales tax info Betsy Eaton requested. All other issues are still pending.

Other Jo Daviess Counties:

Jan Harris informed us that the Bead Bar was awarded a grant for new product development/marketing and will be using the money to update their website. They are ranked as one of the best bead stores in the nation. Two other Jo Daviess County businesses have also applied.

OTHER BUSINESS

The financial information was delayed in getting to the board this month because the county has made the transfer to the new Purchase Order system. Cynthia and Mary have attended training on the system.

We will use an online survey in place of the publication survey this year. It is ready to go live.

Marsha is working on a motor coach button on the website. It is in the testing phase and will place responsibility on the lodging facility. She is also working on a new meeting planner.

E-specials on the website are not active in our season (starting May 15). Large lodging wants to keep them all year long. They would manage the pricing and dates while we would block out three day weekends. There was discussion regarding this matter.

Peggy Harmston reported that the new McDonald's was progressing in Stockton.

There are copies of the strategic plan that was presented by Bill Giest for anyone who would like to have one.

PUBLIC COMMENTS

There were no public comments at this time.

ADJOURN

Chairperson Stoddard adjourned the meeting at 6:32 p.m.

**NEXT MEETING
6:00 P.M., TUESDAY, JUNE 20, 2006
JO DAVIESS COUNTY COURTHOUSE**
