

**REPORT TO THE COUNTY BOARD
MEETING OF JANUARY 16, 2007**

CVB Advisory Board Members:

- | | |
|---|--|
| <input type="checkbox"/> Ikhlas, Ahmed | <input checked="" type="checkbox"/> Donna Marcotte |
| <input checked="" type="checkbox"/> Jesse Farlow | <input checked="" type="checkbox"/> Howard Raber |
| <input checked="" type="checkbox"/> Patricia Goldthorpe | <input checked="" type="checkbox"/> Mary Sheahen |
| <input checked="" type="checkbox"/> Peggy Harmston | <input checked="" type="checkbox"/> Emily Stoddard |
| <input checked="" type="checkbox"/> Jan Harris | <input checked="" type="checkbox"/> Sally Toepfer |
| <input type="checkbox"/> Kelly-Train, Mary | |
| <input 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 checked="" type="checkbox"/> Elizabeth Bulasko | <input checked="" type="checkbox"/> Judy Gratton |

GUESTS:

Lyn Cook, Jay Dickerson, Kathie Farlow, Carmine Farruggia, Cheryl Farruggia, John Osmanski, Char Carlson.

The December 19, 2006 meeting minutes were approved following a motion made by Emily Stoddard and seconded by Jess Farlow. The motion carried by voice vote.

Howard Raber made a motion to vote on an advertising agency tonight. Jess Farlow seconded. After some discussion, Raber rescinded the motion.

Jess Farlow made a motion to recommend McDaniels Marketing Communications to be the CVB marketing agency for the six month period from June 1, 2006 to November 30, 2006. Patricia Goldthorpe seconded. After some discussion, Peggy

Harmston amended the motion to include the condition of positive references for McDaniels. Emily Stoddard seconded. All were in favor of the amendment.

A call to vote on the original motion was made. All were in favor and the motion passed.

Howard Raber made a motion to elect Patricia Goldthorpe as Vice Chairperson. Jess Farlow seconded. The motion carried by voice vote.

CALL TO ORDER

Chairperson Stoddard called the meeting to order at 6:02 p.m.

ROLL CALL

Roll call was answered as follows: Present-Jesse Farlow, Patricia Goldthorpe, Peggy Harmston, Jan Harris, Todd Lincoln, Annette McLane, Donna Marcotte, Howard Raber, Mary Sheahen, Emily Stoddard and Sally Toepfer.

Present: 11

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

WELCOME AND INTRODUCTIONS

Emily Stoddard welcomed and thanked everyone for attending.

PUBLIC COMMENTS

There were no public comments at this time.

APPROVAL OF MINUTES OF THE DECEMBER 19, 2006 MEETING

The December 19, 2006 meeting minutes were approved following a motion made by Emily Stoddard and seconded by Jesse Farlow. The motion carried by voice vote.

MARKETING AGENCY PRESENTATIONS

Marketing agency presentations were given by representatives from Royce Wagner, Inc. and McDaniels Marketing Communications. Discussion followed the presentations. Howard Raber made a motion to vote on an advertising agency tonight. Jess Farlow seconded. After some discussion, Raber rescinded the motion. Jess Farlow made a motion to recommend McDaniels Marketing Communications to be the CVB marketing agency for the six month period from June 1, 2006 to November 30, 2006. Patricia Goldthorpe seconded. After some discussion, Peggy Harmston amended the motion to include the condition of positive references for McDaniels. Emily Stoddard seconded. All were in favor of the amendment. A call to vote on the original motion was made. All were in favor and the motion passed.

ELECTION OF VICE CHAIRPERSON

Howard Raber made a motion to elect Patricia Goldthorpe as Vice Chairperson. Jess Farlow seconded. The motion carried by voice vote.

UPDATE ON BUREAU PROJECTS

- a. **Everyday Magic Campaign:** To date we have 4,285 registered for the Everyday Magic campaign.
- b. **Sky High Campaign:** The Sky High Campaign has recently launched. There have been 80 unique visits, 109 have watched the video, 1,799 hits to the website and 24 have registered for the contest.
- c. **2007 Calendar of Events and Illustrated Map:** The Calendar of Events is at the printer and should be delivered next week. The Illustrated Map should be here in a few days.
- d. **2007 Galena Triathlon/Duathlon:** There are 687 athletes registered for the Triathlon.
- e. **Tri-State Map:** The new Tri-State Map is available and can be obtained at the Old Train Depot Information Center.
- f. **Hotel/Motel Tax:** Hotel/motel tax revenue is down 1.59% over last year. We will have the yearly overview next month.
- g. **Smithsonian Magazine:** A travel writer from Smithsonian Magazine was here last week working on an article and spent two nights at the DeSoto House Hotel.
- h. **Milwaukee TV Station:** The station has contacted us regarding a ½ hour show that reaches 50,000 viewers.

OTHER REPORTS

Jo Daviess County: Sally Toepfer

No report at this time.

City of Galena: Todd Lincoln

No report at this time.

Other Jo Daviess Counties:

No report at this time.

OTHER BUSINESS

Donna Marcotte expressed her pleasure with the 2007 Visitors Guide and thanked the staff for their hard work on the guide. Patricia Goldthorpe expressed her concerns over the Letter to the Editor in the Galena Gazette written by Emily Stoddard.

PUBLIC COMMENTS

No public comments at this time.

ADJOURN

Meeting adjourned at 9:00 p.m.

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