

**REPORT TO THE COUNTY BOARD
MEETING OF DECEMBER 19, 2006**

CVB Advisory Board Members:

- | | |
|---|--|
| <input checked="" 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 type="checkbox"/> Jan Harris | <input checked="" type="checkbox"/> Terry Stoffregen (for Sally Toepfer) |
| <input checked="" type="checkbox"/> Kelly-Train, Mary | |
| <input checked="" type="checkbox"/> Ken LeGrand | |
| <input checked="" type="checkbox"/> Todd Lincoln | |
| <input 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:

Beth Baranski, Alex Baranski, Dan Reimer, Kathie Farlow, Zach Marcotte

The November 28, 2006 meeting minutes were approved following a motion made by Patricia Goldthorpe and seconded by Jesse Farlow. The motion carried by voice vote.

Howard Raber moved to accept the Jo Daviess County Local Promotion Grant Round 1/2007 CVB staff recommendations for the following Event Grant as presented:

- 1. EVT 07/01; U.S. Grant's Grand Birthday Celebration; Spirits of the Museum; eligible elements total \$2,425.00, funded at 50% = \$1,212.50.**
- 2. EVT 07/03; Galena River Days & Backward Paddle Race; Galena-JDC Historical Society; eligible elements total \$2,215.00, funded at 50% = \$1,107.50.**

3. **EVT 07/02; 2007 Tour of Historic Homes; Galena-JDC Historical Society; eligible elements total \$3,160.00, funded at 50% = \$1,580.00.**

Jesse Farlow seconded. The motion carried by voice vote.

Patricia Goldthorpe moved to accept the staff recommendation to award the print bid for 100,000 two-sided, 4-color Illustrated Maps, consisting of 16 panels each, to Julin Printing of Monticello, IA, for the lowest bid of \$6,251.00. Howard Raber seconded. Kenny LeGrand abstained. The motion carried by voice vote.

CALL TO ORDER

Chairperson Stoddard called the meeting to order at 5:31 p.m.

ROLL CALL

Roll call was answered as follows: Present-Ikhlal Ahmed, Jesse Farlow, Patricia Goldthorpe, Peggy Harmston, Mary Kelly-Train, Kenny LeGrand, Todd Lincoln, Donna Marcotte, Howard Raber, Mary Sheahan, Emily Stoddard and Terry Stoffregen (for Sally Toepfer).

Present: 12

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 NOVEMBER 28, 2006 MEETING

The November 28, 2006 meeting minutes were approved following a motion made by Patricia Goldthorpe and seconded by Jesse Farlow. The motion carried by voice vote.

MARKETING AGENCY PRESENTATIONS

Marketing agency presentations were given by representatives from Destination Services, LLC, Royce Wagner, Inc., McDaniels Marketing Communications and Tandem Design/Strategic Marketing LLC. Webster's Unabridged declined to present at this time. The consensus of the board was to have Royce Wagner, Inc., and McDaniels Marketing Communications return for a second presentation.

CONSIDERATION OF FY07 ROUND #1 LOCAL PROMOTIONAL GRANT APPLICATIONS

Howard Raber moved to accept the Jo Daviess County Local Promotion Grant Round 1/2007 CVB staff recommendations for the following Event Grant as presented:

1. EVT 07/01; U.S. Grant's Grand Birthday Celebration; Spirits of the Museum; eligible elements total \$2,425.00, funded at 50% = \$1,212.50.
2. EVT 07/03; Galena River Days & Backward Paddle Race; Galena-JDC Historical Society; eligible elements total \$2,215.00, funded at 50% = \$1,107.50.
3. EVT 07/02; 2007 Tour of Historic Homes; Galena-JDC Historical Society; eligible elements total \$3,160.00, funded at 50% = \$1,580.00.

Jesse Farlow seconded. The motion carried by voice vote.

BID RECOMMENDATIONS FOR PRINTING OF THE ILLUSTRATED MAP

Patricia Goldthorpe moved to accept the staff recommendation to award the print bid for 100,000 two-sided, 4-color Illustrated Maps, consisting of 16 panels each, to Julin Printing of Monticello, IA, for the lowest bid of \$6,251.00. Howard Raber seconded. Kenny LeGrand abstained. The motion carried by voice vote.

UPDATE ON SALES TAX AND HOTEL/MOTEL TAX COLLECTION

The Hotel/Motel tax is down 1.39% year to date over 2005. There is one more month to report to complete our fiscal year. There is also a sales tax revenue chart from the City of Galena.

REGISTRATION FOR 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. Patricia Goldthorpe, Jess and Kathie Farlow, and Kenny LeGrand will attend.

UPDATE ON BUREAU PROJECTS

- a. Everyday Magic Campaign:** To date we have 4,227 registered for the Everyday Magic campaign. There are 4,899 unique visitors and 2,209 people who have viewed the video. There are 6,106 registered for the Well Preserved campaign. There are 5,804 unique visitors and 1,719 people who have viewed the video.
- b. Sky High Campaign:** The Sky High Campaign has just launched. We are starting to see some hits already.
- c. Meeting/Motor Coach Destination Planner:** Marsha Cordle previewed her new Meeting/Motor Coach Destination Planner. She also reported *Illinois Meetings and Events* is featuring Galena on their cover as well as great coverage in the magazine. She also has a 'Get Out of Town' ad in this issue. Visit the 2007 Best of Illinois link to cast your vote for Illinois' Best of the Industry.

- d. **Magazines:** We have an ad in the Telegraph Herald Her Magazine. Typically we don't advertise in Dubuque, but Betsy won a half page color ad at a business meeting that she attended in Dubuque. Also, the office has been working with Smithsonian Magazine. They have a writer coming here Dec. 29 -31. He actually writes for U.S. News & World Report and is doing a special article for the Smithsonian.
- e. **2007 Visitors Guide:** A partial shipment will be delivered on Dec. 27th. We do not know how many guides at this time.
- f. **2007 Calendar of Events:** Melosa is working on the Calendar of Events and is hoping to get it to the printer by the end of the year.
- g. **2007 Galena Triathlon/Duathlon:** The Triathlon postcards have been mailed out. An e-blast has been sent out to all 2004 - 2006 athletes letting them know that registration opens on Jan. 1st at 12:00 a.m. The website is also ready to go.

OTHER REPORTS

Jo Daviess County: Terry Stoffregen (for Sally Toepfer)

No report at this time.

City of Galena: Todd Lincoln

Todd Lincoln commented that we need to go on our best judgment and go forward.

Other Jo Daviess Counties:

No report at this time.

OTHER BUSINESS

No other business at this time.

PUBLIC COMMENTS

No public comments at this time.

ADJOURN

Meeting adjourned at 9:17 p.m.

NEXT MEETING
6:00 P.M., TUESDAY, JANUARY 16, 2006
JO DAVIESS COUNTY COURTHOUSE
