

**REPORT TO THE COUNTY BOARD
MEETING OF SEPTEMBER 16, 2003**

CVB Advisory Board Members:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Dick Alexander | <input checked="" type="checkbox"/> Cindy Pepple |
| <input checked="" type="checkbox"/> Joanne Bielenda | <input checked="" type="checkbox"/> Kristine Polo |
| <input type="checkbox"/> Bernie Bosch | <input checked="" type="checkbox"/> Ed Quigley |
| <input checked="" type="checkbox"/> Fritz Fuchs (<i>entered at 6:24</i>) | <input checked="" type="checkbox"/> Dan Reimer |
| <input checked="" type="checkbox"/> Patricia Goldthorpe (<i>entered at 6:20</i>) | <input type="checkbox"/> Sandra Wolfram |
| <input type="checkbox"/> Susan Gordy | |
| <input type="checkbox"/> Jan Harris | |
| <input checked="" type="checkbox"/> Gerri Lamparelli | |
| <input type="checkbox"/> John Osmanski | |

CVB Staff:

- | | |
|---|---|
| <input checked="" type="checkbox"/> John Mazor | <input checked="" type="checkbox"/> Tracy Furlong |
| <input checked="" type="checkbox"/> Melosa Belger | <input type="checkbox"/> Betsy Eaton |
| <input type="checkbox"/> Nancy Breed | <input checked="" type="checkbox"/> Beverly VanDerZyl |
| <input checked="" type="checkbox"/> Marsha Cordle | |

GUESTS:

- | | |
|----------------|-------------------|
| Barb Alexander | Leslie DuBois |
| Terry Cole | Sharon Fallbacher |
| Lyn Cook | Jim Goldthorpe |

Co-Chairman Reimer called the meeting to order at 6:05pm.

WELCOME AND INTRODUCTIONS

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

PUBLIC COMMENTS

Terry Cole of the Renaissance Riverboat Suites & Rooms advised the board that several of the Galena Innkeepers are discussing how to stop the rezoning of an area across from McDonalds on Highway 20. The rezoning would allow the building of a new themed waterpark and hotel, which they feel will not fit into the historical theme of

Galena. He stated that they were only informing the CVB Advisory board of their actions.

MINUTES OF AUGUST 19, 2003 MEETING

Polo moved to accept the August 19, 2003, minutes as presented; Lamparelli seconded. Motion carried.

(Quorum was not present until 6:20pm)

BUREAU REPORTS

Financial & Staff Month-end Reports: Mazor quickly reviewed the key points of the reports, asking if there were any questions at the end.

PLANNING RETREAT

a. Determination of 2nd Tier Cities

Mazor started the discussion with the reminder that during the board retreat the consensus was that the advertising allocations should remain the same as last year.

They are as follows:

Chicago	57%
Midwest Travel Publications	25%
2 nd Tier Cities	18%

Goldthorpe entered at 6:20.

The issue of 2nd Tier Cities was scheduled for September discussion after the completion of the Conversion Study, Personal Intercept Survey and feedback from all lodging properties.

Fuchs entered at 6:24

After much discussion it was agreed by the board to use Madison as the first area of the 2nd Tier Cities.

Fuchs made a motion that in the event that the City of Galena includes the Quad Cities in their 2004 media campaign, the Quad Cities will be the CVB's second choice. If the city does not use the Quad Cities, then the CVB's second choice will be Peoria-Bloomington. Pepple seconded. Motion was defeated. Ayes: 4, Nays: 5.

Goldthorpe made a motion to accept the Quad Cities as the second area to be used in the 2nd Tier Cities advertising allocation. Motion carried. Ayes: 7, Nays: 2.

Mazor recapped the discussion by repeating that the 2nd Tier Cities were Madison and the Quad Cities and that Minneapolis will be test market.

LOCAL PPROMOTIONAL GRANT RECOMMENDATION

Furlong presented the grant application for the Chocolate, Champagne and Candlelight event. She explained that this was the second application submitted by this

event during FY03. The event organizer's original grant application was funded in Round 2. A second application was submitted because the group decided to shift dollars in their budget from hiring a public relations service to placing print advertising.

The CVB staff recommends the awarding of the Local Promotional Grant totaling \$100.00 to the following organization/event:

EVT 03/18 to the Spirits of the Galena/JDC History Museum, for the 5th Annual Chocolate, Champagne & Candlelight for \$100.00.

Goldthorpe made a motion to accept the CVB staff recommendation for Grant Round 3/2003 as presented. Bielenda seconded. Motion carried with 8 ayes and 1 abstention (Pepple).

CONSIDERATION FOR CHANGES TO THE FY04 LOCAL PROMOTIONAL GRANT PROGRAM

Furlong stated the purpose of the grant program and explained the process that was used to revise the guidelines. Since the initial discussion of the FY04 Jo Daviess County Promotion Grant Guidelines at the June Advisory Board meeting, Furlong has completed further research. She reviewed four other grant programs and spoke with event organizers. Furlong briefly went through the guidelines highlighting changes and details.

Mazor stated that now would be a good time to bring up concerns and suggestions stemming from the board retreat. He stated that the CVB's feeling was that to attract a professional event organizing company, we would need to have some kind of carrot to offer to them. One option is to reduce the overall promotional grant dollars or modify the new development program, thus freeing up revenue to entice a professional events organizer.

Pepple stated she had worked with an event promoter in the past, whose specialty is duathlons. Because the Galena Triathlon is such a success every year, it would be a good idea to try a second race. The promoter works with serious athletes and sponsors, so there would be minimal effort and no cost for the CVB. The contract would be with the City of Galena. It would only take a phone call to see if he would be interested.

Mazor encouraged Pepple to contact the Event Manager.

Goldthorpe made a motion to accept the changes in the FY04 Jo Daviess County Promotion Grant Guidelines. Fuchs seconded. Motion carried.

WEB SITE & E-NEWSLETTER RFP UPDATE

Mazor stated the County Board did appropriate the funds needed to contract the new website design. Furlong, Mazor and VanDerZyl have spent countless hours with potential bidders on the project, making sure they were very clear of the CVB's expectations. We have decided to engage DWC (Distributed Website Corporation) from Winona, MN.

OTHER REPORTS

City of Galena: Pepple announced the City of Galena is looking for funding for the 2004 advertising campaign.

She announced that the city’s ad agency and she would be going to Rochester, MN to be guest speakers at the CenStates Conference. It is a collation of destination marketers, tourism directors, and tourism research interests. She will share how Galena used community marketing to get through downtown reconstruction projects.

She mentioned a proposal from Freeport that the city is planning to support. It is an excursion train that would run from Freeport to Dubuque, passing through Galena. It would have dining cars featuring locally produced foods from the tri-state area.

Other Villages and Board Members: Lamparelli mentioned that the community of East Dubuque is thrilled about the Grand Excursion 2004 and pleased with the exposure in the Fall issue of Illinois NOW magazine, a state travel publication.

OTHER BUSINESS/BOARD MEMBER COMMENTS

None.

PUBLIC COMMENTS

Fallbacher mentioned that mid-week business is soft and she thinks the Des Moines area should be considered as part of the 2nd tier city marketing.

Cook stated that the target marketing to educators had worked well and she hoped to see more of it in the future.

Goldthorpe stated that events were needed in November and December, and there are funds for this time period in the CVB grant program. The Country Christmas event is perfect but volunteers are needed to put it together.

ADJOURN

A motion to adjourn was made by Alexander, seconded by Fuchs. Motion carried. Meeting adjourned at 7:50pm.

**NEXT MEETING:
6 P.M. OCTOBER 21, 2003
JO DAVIESS COUNTY COURTHOUSE BOARDROOM**
