

**REPORT TO THE COUNTY BOARD
MEETING OF APRIL 20, 2004**

CVB Advisory Board Members:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Joanne Bielenda | <input checked="" type="checkbox"/> Lara LeGrand |
| <input checked="" type="checkbox"/> Tom Brusch | <input checked="" type="checkbox"/> Mike Murphy |
| <input checked="" type="checkbox"/> Jesse Farlow | <input checked="" type="checkbox"/> John Osmanski |
| <input type="checkbox"/> Susan Gordy | <input checked="" type="checkbox"/> Cindy Pepple |
| <input type="checkbox"/> Jan Harris | <input type="checkbox"/> Kristine Polo |
| <input type="checkbox"/> Joel Holland | |
| <input checked="" type="checkbox"/> Gerri Lamparelli | |

CVB Staff:

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

GUESTS:

Lyn Cook
Marvin Schultz

Chairperson Osmanski called the meeting to order at 6:06 pm.

PUBLIC COMMENTS

None

MINUTES OF MARCH 16, 2004 MEETING

Murphy moved to accept the March 17, 2004 minutes as presented; Bielenda seconded. Motion carried.

BUREAU REPORTS

Financial & Staff Month-end Reports:

Breed reviewed the Financial Report, explaining the adjusted budget dated March 04. She stated the County Board officially amended the budget in March; now it is appearing on the Financial Report. The amendment is in the amount of \$192,192.00 and there are six different items in the adjustment. Several were carried forward from

last year's approved expenditures not completed during that fiscal year, plus the 04 supplemental media campaign and the addition to local promotion grants.

Mazor briefly highlighted some items from the Staff Month-end report.

He mentioned the new Web site was launched March 19th. The response has been positive; businesses are participating in the e-specials and travel packages.

Mazor mentioned that work has begun work on the 04 ad campaign. In keeping with the art-based theme used in the past, the images are: alfresco dining, the high school steps, and escaping to the back-roads.

ADVISORY BOARD PLANNING RETREAT

Mazor stated that a committee was formed to develop issues for consideration for this year's annual Advisory Board Planning Retreat. Reporting for the committee, Farlow stated that the committee suggests two main topics:

Event Assessment

- a. Attitudes related to the role events play in destination marketing.
- b. Review of current bureau event programs.
- c. Current status of community sponsored events.
- d. Identify steps for improving the event environment.

New Visitor Product

- a. Define the CVB role.
- b. Review current efforts.
- c. Create a vision for public policy makers through a series of value statements, e.g. "The local visitor industry supports efforts that provide increased outdoor recreational opportunities for visitors and residents."

After much discussion, the board agreed these topics would be the focus of the 2004 CVB Advisory Board Planning Retreat, and set the date for Wednesday, May 26, 9:00a.m. at the Farmer's Guest House in Galena.

DISCUSSION OF INSERTION DATE FOR SECOND MINI-MAG

Mazor started the discussion by reminding everyone of the recommendation for the mini-mag campaign at a prior board meeting. The board had approved two mini-mag releases, the first to be released June 3rd and the other release date to be determined at a later date.

After a lengthy and philosophical discussion, the members narrowed it down to two dates/themes: October 3rd using a Mid-week Fall Colors theme, and October 24th or 31st using a Shoulder Season theme highlighting mid-week fall colors, skiing/winter sports, holiday shopping, Nouveau, and Luminaria. With a show of hands, October 3rd received two votes, and October 24th or 31st received 6 votes. The consensus of the board is to release the second set of mini-mags October 24th or 31st with the Shoulder Season theme.

RESOLUTIONS OF SUPPORT FOR OPPOSING GOVERNORS PROPOSED CUTS TO TOURISM

Mazor stated that the City of Galena, the Jo Daviess County Board and the Galena Area Chamber of Commerce passed resolutions opposing the governor’s proposed tourism cuts.

Mazor mentioned that Nancy Breed, Bob Thomas (Depot staff member), Fritz Fuchs and others are traveling to Springfield tomorrow for the Tourism Lobby Day.

OTHER REPORTS

Jo Daviess County: Bielenda stated the County Board had nothing to report.

City of Galena: Pepple announced the City of Galena was one of many cities chosen by IDOT for a wildflower pilot program. Included in the proposal is the area around the future “Welcome to Galena” signs. The program grants \$35,000 the first year for wildflowers along Route 20 plus an additional \$5,000 a year for several years for maintenance of the areas.

Pepple stated the work on the walking path along the levy has started. It is progressing quickly.

Brush mentioned the Blacksmith Shop will open soon. He also noted the tour bus loading/unloading zone changes in front of the Old Market House will take place May 1st.

Other Villages and Board Members: None

OTHER BUSINESS/BOARD MEMBER COMMENTS

None

PUBLIC COMMENTS

None

ADJOURN

A motion to adjourn was made by Pepple, seconded by Farlow. Motion carried. Meeting adjourned at 7:30 p.m.

**NEXT MEETING:
6 P.M., TUESDAY, MAY 18, 2004
JO DAVIESS COUNTY COURTHOUSE BOARDROOM**
