

**REPORT TO THE COUNTY BOARD
MEETING OF OCTOBER 15, 2002**

CVB Advisory Board Members:

- | | |
|---|--|
| <input type="checkbox"/> Karen Allen | <input type="checkbox"/> Lyndi Huotari |
| <input checked="" type="checkbox"/> Gerald Bausman | <input type="checkbox"/> John Osanski |
| <input checked="" type="checkbox"/> Merri Berlage | <input type="checkbox"/> Cindy Pepple |
| <input checked="" type="checkbox"/> Bernie Bosch | <input checked="" type="checkbox"/> Dan Reimer |
| <input type="checkbox"/> Fritz Fuchs | <input checked="" type="checkbox"/> Mike Scholz |
| <input checked="" type="checkbox"/> Mark Gallagher | <input type="checkbox"/> Judy VenHuizen |
| <input checked="" type="checkbox"/> Patricia Goldthorpe | <input checked="" type="checkbox"/> Sandra Wolfram |
| <input checked="" type="checkbox"/> Susan Gordy | |

CVB Staff:

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

GUESTS:

Lyn Cook

Chairperson Goldthorpe called the meeting to order at 6:08pm.

PUBLIC COMMENTS

None

MINUTES OF SEPTEMBER 17, 2002 MEETING

Gallagher moved to accept the minutes; Bosch seconded. Motion to accept the minutes carried.

PRESENTATION OF FINANCIAL REPORTS

Mazor presented the Financial Report.

MONTHLY REPORT

Mazor stated the monthly report is a management tool to measure our success. The five core areas are leisure travel, event planning, meetings and conventions, community outreach, and visitor services. Information about the bureau's progress in each category is detailed monthly. Hotel/motel tax, rooms booked, and the number of

visitor guides mailed out per request through our website and toll-free numbers are listed as another measure of success.

THEMELINE DEVELOPMENT UPDATE

Mazor reviewed TDSM's Themeline Testing Summary and then asked the board for feedback and suggestions.

JO DAVIESS COUNTY PROMOTION GRANT GUIDELINES

The Jo Daviess County Promotion Grant program's purpose is to support the creation and continuation of events and encourage new product development. The grant program is a tool to achieve the Event Planning and Management Program objective, which is as follows:

By providing support and technical assistance, encourage and nurture special events that attract overnight visitors.

Furlong stated there are changes in the grant guidelines and the purpose of these changes are to achieve the CVB's goal of attracting overnight visitors.

The CVB has allocated a maximum of \$40,000 for the program. It will be split into two categories, Events-\$30,000 and New Product Development-\$10,000. The priority of this grant program is to fund events and projects that attract overnight visitors during relatively slow times of the year.

The funding will not be allocated according to grant rounds, but instead will be allocated according to the month when the event occurs. All funds allocated to new product development projects that are not awarded upon completion for Grant Round II will roll over and be available to fund events in Grant Round III and IV. In addition to financial support, the CVB is available to provide technical assistance.

Organizations that apply for grant funding for Round I (December 1, 2002, application deadline) will follow the new guidelines. All grant recipients will be required to fill out an application and provide a complete event budget to be considered. Organizations that are awarded funds will be required to follow certain reimbursement steps, which include submitting a post event evaluation report and final financial statement.

Copies of the new grant guidelines and application can be obtained at the CVB office. All Jo Daviess County event sponsors will be notified of the changes prior to the December 1 grant round deadline.

BUSINESS LISTING CATEGORY DISCUSSION

Mazor explained that the topic of accommodation attributes had been discussed in a previous workshop, but asked the board for input on display options for attributes (see attached). He showed examples of four display styles. They are grid, symbols, words and charts. The consensus of the group was to utilize a grid format with the addition of an "other" attribute filed.

Mazor also presented options for business listing categories. Display options were reviewed with the overwhelming consensus to use the sub-category format compared with a straight alphabetical listing.

He stated that non-accommodation tourism related businesses would receive one free listing; additional category listings are available at \$200 each. Accommodation businesses will be limited to one listing (at no charge) per registered county & State of Illinois hotel/motel tax filer.

HOTEL/MOTEL TAX COLLECTION PROCEDURE (FY03)

Mazor distributed a form from the Illinois Department of Revenue, explaining the procedure for registering and submitting hotel tax each lodging business with the state and county. He explained that the County would require a copy of the businesses State of Illinois business tax return to reconcile gross lodging receipts.

NOVEMBER 19, 2002 CVB BOARD MEETING

The November 19, 2002 CVB Board Meeting has been moved up to 5:00pm because of a scheduling conflict for the room.

OTHER REPORTS

County Board: Berlage stated there was nothing new to report.

City of Galena: Pepple was not present. Mazor announced on her behalf that the Galena City Council approved \$100,000 for the new marketing campaign. They are still working out the details.

Other Villages and Board Members:

None

OTHER BUSINESS/COMMENTS

None

PUBLIC COMMENTS

None

ADJOURN

A motion to adjourn was made by Scholz; seconded by Reimer. Motion carried. Meeting adjourned at 8:35 pm.

**NEXT MEETING:
5 P.M. NOVEMBER 19, 2002
JO DAVIESS COUNTY COURTHOUSE BOARDROOM**
