

**REPORT TO THE COUNTY BOARD
MEETING OF SEPTEMBER 21, 2004**

CVB Advisory Board Members:

- | | |
|---|--|
| <input type="checkbox"/> Joanne Bielenda | <input checked="" type="checkbox"/> Sarah Kluesner |
| <input type="checkbox"/> Catherine Cumings | <input checked="" type="checkbox"/> Gerry Lamparelli |
| <input checked="" type="checkbox"/> Jesse Farlow | <input type="checkbox"/> Lara LeGrand |
| <input checked="" type="checkbox"/> Susan Gordy | <input checked="" type="checkbox"/> Mike Murphy |
| <input checked="" type="checkbox"/> Jan Harris | <input checked="" type="checkbox"/> John Osmanski |
| <input checked="" type="checkbox"/> Joel Holland | <input checked="" type="checkbox"/> Cindy Pepple |
| <input checked="" type="checkbox"/> Dane Jackson | |
| <input checked="" type="checkbox"/> Jessica Kilburg | |

CVB Staff:

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

GUESTS:

Merri Berlage	Jeri Thomas
Jay Dickerson	Linda Weeder
Bob Thomas	Linda Yutmeyer

Chairman Osmanski called the meeting to order at 6:05 pm.

WELCOME AND INTRODUCTIONS

Osmanski welcomed new board members Sarah Kluesner and Jessica Kilburg. He asked the CVB Advisory Board and guests to introduce themselves.

PUBLIC COMMENTS

None

MINUTES OF JULY 20, 2004 MEETING

Lamparelli moved to accept the July 20, 2004 minutes as presented; Murphy seconded. Motion carried.

MINUTES OF AUGUST 17, 2004 MEETING

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

BUREAU REPORTS

Financial & Staff Month-end Reports:

Breed presented the financial report mentioning that hotel/motel tax is showing up 1% over one year ago.

Each staff member briefly discussed their projects and accomplishments for the past month.

JO DAVIESS COUNTY PROMOTION GRANT ROUND #4

Furlong presented the Jo Daviess County Promotion Grant Round #4.

New Product Development (NPD)

Furlong presented two grant applications in the New Product Development category.

- *NPD 04/06, Warren Chamber of Commerce; Village of Warren Brochure @ \$625.00*
- *NPD 04/07, The Galena Foundation; Interpretive Signage @ \$3,000.00*

Gordy made a motion to accept the CVB staff's award recommendation as presented for the two New Product Development Grants for a total of \$3,625.00. Murphy seconded; motion carried with 1 abstention (Holland).

Events (EVT) January/February/March

Furlong presented two grant applications in the Events-January/February/March category.

- *EVT 04/16, The Friends of the Galena Public Library; An Elegant Evening in Red and Hearts & Arts @ \$ 928.50*
- *EVT 04/17, Bed & Breakfast Innkeepers of Galena (BBIG); Murder Mystery Weekend @ \$1,164.00*

Holland made a motion to accept the CVB staff's award recommendation as presented for the two event applications for January/February/March for a total of \$2,092.50. Pepple seconded; motion carried.

Furlong left meeting at 6:20p.m.

FY 05 BUDGET REVIEW

Breed reviewed the FY05 Budget and answered all questions from the board. She stated that the process for approval of the budget will go to the Development & Planning committee and then to the County Board in November.

TRAVEL PUBLICATION TRACKING SURVEY REVIEW

Breed stated this is the third year that we have conducted the Travel Publication Tracking Survey. Surveys are sent to magazine and newspaper readers that have requested brochures from our ad placements. We are realizing good comparisons from previous years. Some of the outstanding changes from 2002 to 2003 are:

- response return rate is 20% for '03, down compared to 26% in '02, in part because of the publications chosen for testing
- 43% of the participants visited the county which is a decrease of 6% from the previous year
- average number of nights spent outside of the county increased to 2 nights, up from 0.8 nights in '02
- internet usage decreased 11%
- rest and relaxation is still the primary trip motivator.

DISCUSSION OF CVB RE-STRUCTURE

The CVB Advisory Board and County Chairperson Merri Berlage discussed the CVB re-structure issue. After a lengthy discussion; the CVB Advisory Board came to this unanimous consensus:

- The Convention and Visitors Bureau structure issue should be resolved before hiring an Executive Director.
- A quasi-governmental organization similar to the Jo Daviess County Health Department is this Board's recommended structure.
- A CVB Advisory Board member will not serve on the Executive Director search committee until the structure issue is resolved.
- The concerns are resolved no later than December 31, 2004.

OTHER REPORTS

Jo Daviess County: Jackson had nothing more to add to the meeting.

City of Galena: Pepple reported that Dan Kaercher, the editor in chief of Midwest Living will be in Galena this Thursday to shoot pictures for a video and still photography article titled "Re-visiting Favorite Destinations in the Midwest."

Other Villages and Board Members: Gordy mentioned that Robert Coomer has been promoted from being IHPA site director to Executive Director of the Illinois Historic Preservation Agency.

Harris reminded everyone that the Warren Pumpkin Festival is this upcoming weekend.

OTHER BUSINESS/BOARD MEMBER COMMENTS

Eaton presented the Illinois Fall NOW (the state's calendar of events) and the Midwest Living getaway contest promotion that directly links to our girl-friends getaway packages.

PUBLIC COMMENTS

None

ADJOURN

A motion to adjourn was made by Holland, seconded by Harris. Motion carried. Meeting adjourned at 8:07 p.m.

NEXT MEETING:
6 P.M., TUESDAY, OCTOBER 19, 2004
JO DAVIESS COUNTY COURTHOUSE BOARDROOM
