

**REPORT TO THE COUNTY BOARD
MEETING OF DECEMBER 18, 2008**

CVB Advisory Board Members:

- | | |
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| <input checked="" type="checkbox"/> Ahmed, Ikhlas | <input checked="" type="checkbox"/> Murphy, Erin |
| <input checked="" type="checkbox"/> Farlow, Jess | <input checked="" type="checkbox"/> Osmanski, John 10:10 a.m. |
| <input checked="" type="checkbox"/> Goldthorpe, Patricia | <input checked="" type="checkbox"/> Schultz, Marvin |
| <input checked="" type="checkbox"/> Kelly-Train, Mary | <input checked="" type="checkbox"/> Wolfram, Sandy 10:10 a.m. |
| <input checked="" type="checkbox"/> Marcotte, Donna | |

CVB Staff:

- | | |
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| <input checked="" type="checkbox"/> Althof, Mary | <input checked="" type="checkbox"/> Eaton, Betsy |
| <input checked="" type="checkbox"/> Belger, Melosa | <input type="checkbox"/> Gratton, Judy |
| <input type="checkbox"/> Bulasko, Elizabeth | <input checked="" type="checkbox"/> Ruffini, Celestino |

GUESTS: Dan Reimer

Patricia Goldthorpe made a motion to accept the November 24, 2008 meeting minutes as presented. The motion was seconded by Mary Kelly-Train. The motion passed by voice vote. Marvin Schultz abstained from the vote.

Donna Marcotte made a motion to nominate Mary Kelly-Train as the CVB Board of Directors chairperson. The motion was seconded by Patricia Goldthorpe. Erin Murphy made a motion to nominate Jess Farlow as the CVB Board of Directors chairperson. The motion was seconded by Mary Kelly-Train. Following a show of hands vote, Jess Farlow was elected as the CVB Board of Directors chairperson.

Donna Marcotte made a motion to nominate Mary Kelly-Train as the CVB Board of Directors vice-chairperson. The motion was seconded by John Osmanski. Mary Kelly-Train made a motion to nominate Ikhlas Ahmed as the CVB Board of Directors vice-chairperson. The motion was seconded by Patricia Goldthorpe. Following a show of hands vote, Ikhlas Ahmed was elected as the CVB Board of Directors vice-chairperson.

Mary Kelly-Train made a motion to accept the Meeting/Motorcoach media schedule as presented. The motion was seconded by Patricia Goldthorpe. The motion passed by unanimous voice vote.

Patricia Goldthorpe moved to accept the Jo Daviess County FY09 Round #1 Local Promotion Grant CVB staff recommendations for the following Events as presented:

- a. EVT 09/01; Green Fair 2009; University of Illinois Extension; eligible elements total \$1,880.00, funded at 50% = \$944.00.**
- b. EVT 09/03; Galena Oktoberfest 2009; Galena Lions Club; eligible elements total \$1,090.00, funded at 50% = \$545.00.**

Mary Kelly-Train seconded the motion. The motion carried by unanimous voice vote.

Mary Kelly-Train made a motion to allow BBIG to pay their Basic Services membership fees in installments. The motion was seconded by Sandy Wolfram. The motion failed by unanimous voice vote.

Mary Kelly-Train made a motion to allow the CVB Basic Services members to extend their FY2009 payment over ten equal monthly installments beginning January 15, 2009 to be paid in full by November 30, 2009. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.

John Osmanski moved to adjourn the meeting at 12:23 p.m. The motion was seconded by Ikhlas Ahmed. The motion carried by voice vote.

CALL TO ORDER

Betsy Eaton called the meeting to order at 10:07 a.m.

ROLL CALL

Roll call was answered as follows: Present-Ikhlas Ahmed, Jess Farlow, Patricia Goldthorpe, Mary Kelly-Train, Donna Marcotte, Erin Murphy, John Osmanski, Marvin Schultz and Sandy Wolfram. Present: 9

CVB Staff present: Betsy Eaton, Mary Althof, Melosa Belger and Celestino Ruffini.

ESTABLISHMENT OF QUORUM

A quorum was established.

WELCOME AND INTRODUCTIONS

Betsy Eaton welcomed and thanked everyone for attending.

PUBLIC COMMENTS

Dan Reimer read and presented a certificate of achievement to Betsy Eaton from the Dale Carnegie Leadership Training course that Eaton is enrolled in.

ELECTION OF CVB BOARD OF DIRECTORS' CHAIRPERSON

Donna Marcotte made a motion to nominate Mary Kelly-Train as the CVB Board of Directors chairperson. The motion was seconded by Patricia Goldthorpe. Erin Murphy made a motion to nominate Jess Farlow as the CVB Board of Directors chairperson. The motion was seconded by Mary Kelly-Train. Following a show of hands vote, Jess Farlow was elected as the CVB Board of Directors chairperson.

ELECTION OF CVB BOARD OF DIRECTORS' VICE-CHAIRPERSON

Donna Marcotte made a motion to nominate Mary Kelly-Train as the CVB Board of Directors vice-chairperson. The motion was seconded by John Osmanski. Mary Kelly-Train made a motion to nominate Ikhlas Ahmed as the CVB Board of Directors vice-chairperson. The motion was seconded by Patricia Goldthorpe. Following a show of hands vote, Ikhlas Ahmed was elected as the CVB Board of Directors vice-chairperson.

APPROVAL OF MINUTES OF THE NOVEMBER 24, 2008 MEETING

Patricia Goldthorpe made a motion to accept the November 24, 2008 meeting minutes as presented. The motion was seconded by Mary Kelly-Train. The motion passed by voice vote. Marvin Schultz abstained from the vote.

UNFINISHED BUSINESS

a) DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON MEETING/MOTORCOACH MEDIA PLAN

Celestino Ruffini gave a presentation on the Meeting/Motorcoach media plan. Mary Kelly-Train made a motion to accept the Meeting/Motorcoach media schedule as presented. The motion was seconded by Patricia Goldthorpe. The motion passed by unanimous voice vote.

b) SCHEDULE THE 2009 ANNUAL BASIC SERVICES MEMBERS MEETING

Chairperson Farlow wants to wait until he appoints the CVB Program Area committee members to their various committees and let the Community Outreach and Education Committee schedule the 2009 Annual Basic Services Members Meeting.

NEW BUSINESS

a) DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON FY09 ROUND #1 LOCAL PROMOTIONAL GRANT APPLICATIONS

Patricia Goldthorpe moved to accept the Jo Daviess County FY09 Round #1 Local Promotion Grant CVB staff recommendations for the following Events as presented:

- a. EVT 09/01; Green Fair 2009; University of Illinois Extension; eligible elements total \$1,880.00, funded at 50% = \$944.00.
- b. EVT 09/03; Galena Oktoberfest 2009; Galena Lions Club; eligible elements total \$1,090.00, funded at 50% = \$545.00.

Mary Kelly-Train seconded the motion. The motion carried by unanimous voice vote.

b) APPOINT BOARD MEMBERS TO PROGRAM AREA COMMITTEES AND ASSIGN A CHAIRPERSON TO EACH COMMITTEE

The following were appointed as committee chairperson to the various CVB

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Program Area Committees: Public Relations and Leisure Travel Marketing – John Osmanski; Event Planning and Management – Patricia Goldthorpe; Meeting and Convention Marketing – Erin Murphy; Community Outreach and Education – Donna Marcotte; Visitor Services – Sandy Wolfram.

c) SCHEDULE COMMITTEE MEETINGS

The Meeting and Convention Marketing committee will schedule their meeting at the conclusion of this meeting. We will wait on the other committees until next month.

d) DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON A REQUEST FROM BBIG

After the last BBIG meeting Sharon Fallbacher came in to the CVB office to talk to Betsy Eaton regarding the Basic Services enrollment fees. Fallbacher requested that BBIG members be allowed to pay in installments.

Mary Kelly-Train made a motion to allow BBIG to pay their Basic Services membership fees in installments. The motion was seconded by Sandy Wolfram. The motion failed by unanimous voice vote.

Mary Kelly-Train made a motion to allow the CVB Basic Services members to extend their FY2009 payment over ten equal monthly installments beginning January 15, 2009 to be paid in full by November 30, 2009. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.

OTHER REPORTS

a) CVB BOARD OF DIRECTORS CHAIRPERSON: JESS FARLOW

Farlow thanked the board for putting him in the chairperson position. He plans to attend all committee meetings. His intent is for unity, to grow and have fun. As chair he will welcome everything from anyone on this board.

b) CVB EXECUTIVE DIRECTOR: BETSY EATON

Eaton presented the revised FY09 budget which has been to county board for approval. County board has approved the FY09 media plan. Early bird registration is available now for the Illinois Governor's Conference on Tourism March 4 – 6, 2009 in Chicago. The CVB will pay for board member registrations; however, each board member will be responsible for their own transportation, meals and lodging. Thirty-five Galena city businesses have contacted the CVB regarding promotion in our Basic Services program. The preparations for the 2009 Triathlon are progressing. Registration opens at midnight on January 1, 2009. Now is the time to start thinking about our agency of record for 2010. McDaniel's Marketing Communications will be representing us through 2009. RFP's will need to be sent out in January if we are interested in making a change. There are fifteen properties currently on the list of delinquent hotel/motel tax receipts. Properties are allowed to be delinquent for two months before being removed from our promotion. Eaton handed out our list of 2008 Accomplishments and 2009 Goals. The Depot Visitor Information Center is now closed on Sunday and closes at 4 p.m. the remaining days of the week during the slow season. Eaton showed the board the new 2009 Visitor Guide and 2009 Mini Guide. We have renewed our contract with the Indiana Tollway for brochure racking.

c) JO DAVIESS COUNTY: MARVIN SCHULTZ

There was no report at this time.

d) OTHER JO DAVIESS COUNTY COMMUNITIES

There was no report at this time.

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BOARD MEMBER COMMENTS

Patricia Goldthorpe thanked the board for their support while she was the CVB Board chair. John Osmanski questioned communication with GMI. Jess Farlow will be the liaison. Osmanski asked about forming a committee to work on a 501c3. An ad hoc committee consisting of John Osmanski, Erin Murphy, Ikhlas Ahmed and Jess Farlow will develop a relationship with GMI. Mary Kelly-Train asked what happened to the committee deciding on the feasibility of moving the CVB offices and Visitor Services.

PUBLIC COMMENTS

There were no public comments at this time.

ADJOURN

John Osmanski moved to adjourn the meeting at 12:23 p.m. The motion was seconded by Ikhlas Ahmed. The motion carried by voice vote.

**NEXT CVB BOARD MEETING
6:00 P.M., TUESDAY, JANUARY 20, 2009
JO DAVIESS COUNTY COURTHOUSE**
