



**CVB BOARD MEETING MINUTES
OF JANUARY 3, 2012**

CVB Board of Directors Members:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Ahmed, Ikhlas | <input type="checkbox"/> McLane, Annette |
| <input checked="" type="checkbox"/> Berlage, Merri (left 6:41 p.m.) | <input checked="" type="checkbox"/> Murphy, Erin (entered 6:20 p.m.) |
| <input checked="" type="checkbox"/> Carroll, Matthew | <input checked="" type="checkbox"/> Schamberger, Helen |
| <input checked="" type="checkbox"/> Farlow, Jess | <input type="checkbox"/> Whiteside, Randy |
| <input checked="" type="checkbox"/> Gilpin, Hal | |

CVB Staff:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Althof, Mary | <input type="checkbox"/> Ruffini, Celestino |
| <input checked="" type="checkbox"/> Belger, Melosa | <input checked="" type="checkbox"/> Walker, Katherine |
| <input type="checkbox"/> Gratton, Judy | |

GUESTS: Hillary Dickerson

Merri Berlage made a motion to accept the December 6, 2011 CVB board meeting minutes as presented. The motion was seconded by Matthew Carroll. The motion passed by unanimous voice vote.

Matthew Carroll made a motion to accept the contract with Lakeshore Athletics for the 2012 Galena Triathlon & Duathlon not to exceed \$48,040. The motion was seconded by Hal Gilpin. The motion passed by unanimous voice vote.

Merri Berlage made a motion to accept the 2012 Apple Canyon Lake Triathlon Agreement not to exceed \$7,000. The motion was seconded by Ikhlas Ahmed. The motion passed by unanimous voice vote.

Ikhlas Ahmed made a motion to adjourn the meeting at 6:52 p.m. The motion was seconded by Matthew Carroll. The motion carried by unanimous voice vote.

CALL TO ORDER

Jess Farlow called the meeting to order at 6:03 p.m.

ROLL CALL

Roll call was answered as follows: Present: Ikhlas Ahmed, Merri Berlage, Matthew Carroll, Jess Farlow, Hal Gilpin, and Helen Schamberger. Erin Murphy entered at 6:30 p.m. Present: 7

CVB Staff present: Mary Althof and Melosa Belger.

ESTABLISHMENT OF QUORUM

A quorum was established.

WELCOME AND INTRODUCTIONS

Jess Farlow welcomed the guest in attendance.

PUBLIC COMMENTS

There were no public comments at this time.

APPROVAL OF MINUTES OF THE DECEMBER 6, 2011, CVB BOARD MEETING

Merri Berlage made a motion to accept the December 6, 2011 CVB board meeting minutes as presented. The motion was seconded by Matthew Carroll. The motion passed by unanimous voice vote.

NEW BUSINESS

a. APPROVAL OF CONTRACT WITH LAKESHORE ATHLETICS FOR 2012 GALENA TRIATHLON & DUATHLON - SOLE BID OF \$48,040

Matthew Carroll made a motion to accept the contract with Lakeshore Athletics for the 2012 Galena Triathlon & Duathlon not to exceed \$48,040. The motion was seconded by Hal Gilpin. The motion passed by unanimous voice vote.

b. APPROVAL OF 2012 APPLE CANYON LAKE TRIATHLON AGREEMENT - \$7,000

Merri Berlage made a motion to accept the 2012 Apple Canyon Lake Triathlon Agreement not to exceed \$7,000. The motion was seconded by Ikhlas Ahmed. The motion passed by unanimous voice vote.

OTHER NEW BUSINESS

Hal Gilpin commented on the WGN radio commercials. There was some discussion regarding clarification of our destination. Jess Farlow will contact Celestino Ruffini tomorrow to follow up with WGN.

Helen Schamberger commented that she felt the automated phone system was not working properly and that better verbiage could be used. After some discussion, it was the consensus of the board to have CVB staff look into the matter.

UNFINISHED BUSINESS

- a. **SURVEY WITH UNIVERSITY OF HOUSTON, CONRAD HILTON COLLEGE OF HOTEL AND RESTAURANT MANAGEMENT APPROVED BY COUNTY BOARD ON 9/13/11 - TENTATIVE DATE FOR PRELIMINARY RESULTS JANUARY 12, 2012, TIME TBD**

Dr. Draper is on target to have a preliminary report to us on January 12, 2012 and a full presentation in February.

- b. **2011 GALENA LEAD RUSH HALF MARATHON POST-RACE REPORT**

Melosa Belger presented the 2011 Galena Lead Rush Half Marathon post-race report that was included in the board packet.

- c. **UPDATE AND DISCUSSION ON DESTINATION MARKETING AGENCY FOR FISCAL YEAR 2012 - SALES & MARKETING CHAIR, RANDY WHITESIDE**

Randy Whiteside was unable to attend the meeting. In his absence, Jess Farlow commented that nine proposals were received. The committee narrowed them down to three. It was not an easy process and no one really blew us away. Presentations will be on Thursday, January 12, 2012 at 4:00 p.m., 5:00 p.m. and 6:00 p.m. Each presentation will be 45 minutes long. The agencies that will be presenting are: CBD, Chicago, IL; Malcolm Wolf, Aurora, IL; and Plaid Swan, Dubuque, IA.

- d. **UPDATE ON RFP FOR WEBSITE AND SEO - RFP'S DUE BY 1:00 P.M. ON JANUARY 12, 2012, PUBLIC OPENING AT 1:30 P.M.**

RFP's for the website and SEO are due by 1:00 p.m. on January 12, 2012 followed by the public opening at 1:30 p.m.

OTHER OLD BUSINESS

There was no other old business at this time.

MARKETING/WEBSITE UPDATE REPORT

Jess Farlow commented that we are on auto-pilot for now until the new marketing agency is chosen.

BOARD MEMBER COMMENTS

There were no board member comments at this time.

PUBLIC COMMENTS

There were no public comments at this time.

CLOSED SESSION

There was no closed session at this time.

POSSIBLE ACTION AS A RESULT OF CLOSED SESSION ITEMS

ADJOURN

Ikhlas Ahmed made a motion to adjourn the meeting at 6:52 p.m. The motion was seconded by Matthew Carroll. The motion carried by unanimous voice vote.

**NEXT CVB BOARD MEETING
6:00 P.M., TUESDAY, FEBRUARY 7, 2012
JO DAVIESS COUNTY COURTHOUSE**
