



**CVB BOARD MEETING MINUTES
OF FEBRUARY 7, 2012**

CVB Board of Directors Members:

- | | |
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| <input checked="" type="checkbox"/> Ahmed, Ikhlas | <input type="checkbox"/> McLane, Annette |
| <input checked="" type="checkbox"/> Berlage, Merri | <input checked="" type="checkbox"/> Murphy, Erin (entered 6:03 p.m.) |
| <input checked="" type="checkbox"/> Carroll, Matthew | <input checked="" type="checkbox"/> Schamberger, Helen |
| <input checked="" type="checkbox"/> Farlow, Jess | <input checked="" type="checkbox"/> Whiteside, Randy |
| <input checked="" type="checkbox"/> Gilpin, Hal | |

CVB Staff:

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

GUESTS: Kathie Farlow, Dan Reimer and Rick Remington

Matthew Carroll made a motion to accept the January 3, 2012 CVB board meeting minutes as presented. The motion was seconded by Helen Schamberger. The motion passed by unanimous voice vote.

Merri Berlage made a motion to appoint Hal Gilpin to the CVB Sales & Marketing Committee. The motion was seconded by Randy Whiteside. The motion passed by unanimous voice vote.

Jess Farlow made a motion to approve the Sales & Marketing Committee recommendation that in lieu of hiring a marketing agency the CVB should proceed with in-house marketing. The motion was seconded by Randy Whiteside. The motion passed by unanimous voice vote.

Jess Farlow made a motion to approve the Sales & Marketing Committee recommendation that CVB staff may use digital signatures when appropriate for submission of documents. The motion was seconded by Helen Schamberger. The motion passed by unanimous voice vote.

Jess Farlow made a motion to approve the Sales & Marketing Committee recommendation to send invitations to the two finalists, Svanaco, Inc. dba AmericanEagle.com and SS Digital Media Inc., to notify them that they are selected for web site design and SEO management presentations to the CVB board. The motion was seconded by Ikhlas Ahmed. The motion passed by unanimous voice vote.

Jess Farlow made a motion to approve the Sales & Marketing Committee recommendation that CVB proceed with the purchase of a ¼ page ad with the iBrochure enhancement in the 2012 Illinois Spring/Summer Getaway Guide. The motion was seconded by Randy Whiteside. The motion passed by unanimous voice vote.

Jess Farlow made a motion to approve the Sales & Marketing Committee recommendation to accept the list of ad criteria for designer selection. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.

Merri Berlage made a motion to adjourn the meeting at 6:50 p.m. The motion was seconded by Ikhlas Ahmed. The motion carried by unanimous voice vote.

CALL TO ORDER

Jess Farlow called the meeting to order at 6:02 p.m.

ROLL CALL

Roll call was answered as follows: Present: Ikhlas Ahmed, Merri Berlage, Matthew Carroll, Jess Farlow, Hal Gilpin, Helen Schamberger and Randy Whiteside. Erin Murphy entered at 6:03 p.m. Present: 8

CVB Staff present: Mary Althof and Katherine Walker.

ESTABLISHMENT OF QUORUM

A quorum was established.

WELCOME AND INTRODUCTIONS

Jess Farlow welcomed the guests in attendance and read the Third Floor Evacuation Policy.

PUBLIC COMMENTS

There were no public comments at this time.

APPROVAL OF MINUTES OF THE JANUARY 3, 2012, CVB BOARD MEETING

Matthew Carroll made a motion to accept the January 3, 2012 CVB board meeting minutes as presented. The motion was seconded by Helen Schamberger. The motion passed by unanimous voice vote.

APPROVAL OF MINUTES OF THE JANUARY 12, 2012 SPECIAL CVB BOARD MEETING

The January 12, 2012 meeting minutes could not be approved since a quorum was not established at the meeting.

NEW BUSINESS

a. APPOINTMENT OF HAL GILPIN TO THE CVB SALES & MARKETING COMMITTEE

Merri Berlage made a motion to appoint Hal Gilpin to the CVB Sales & Marketing Committee. The motion was seconded by Randy Whiteside. The motion passed by unanimous voice vote.

b. CONSIDERATION OF A RECOMMENDATION TO APPROVE A MOTION THAT IN LIEU OF HIRING A MARKETING AGENCY THE CVB SHOULD PROCEED WITH IN-HOUSE MARKETING (SALES & MARKETING COMMITTEE RECOMMENDED THE MOTION, SEE MINUTES FROM JANUARY 26, 2012)

Jess Farlow made a motion to approve the Sales & Marketing Committee recommendation that in lieu of hiring a marketing agency the CVB should proceed with in-house marketing. The motion was seconded by Randy Whiteside. The motion passed by unanimous voice vote.

c. CONSIDERATION OF A RECOMMENDATION TO APPROVE A MOTION THAT CVB STAFF MAY USE DIGITAL SIGNATURES WHEN APPROPRIATE FOR SUBMISSION OF DOCUMENTS (SALES & MARKETING COMMITTEE RECOMMENDED THE MOTION, SEE MINUTES FROM JANUARY 26, 2012)

Jess Farlow made a motion to approve the Sales & Marketing Committee recommendation that CVB staff may use digital signatures when appropriate for submission of documents. The motion was seconded by Helen Schamberger. The motion passed by unanimous voice vote.

- d. **CONSIDERATION OF A RECOMMENDATION TO APPROVE A MOTION TO SEND INVITATIONS TO THE TWO FINALISTS, SVANACO, INC. DBA AMERICANEAGLE.COM AND SS DIGITAL MEDIA INC., TO NOTIFY THEM THAT THEY ARE SELECTED FOR WEB SITE DESIGN AND SEO MANAGEMENT PRESENTATIONS TO THE CVB BOARD (SALES & MARKETING COMMITTEE RECOMMENDED THE MOTION AT THEIR FEBRUARY 2, 2012 MEETING)**

Jess Farlow made a motion to approve the Sales & Marketing Committee recommendation to send invitations to the two finalists, Svanaco, Inc. dba AmericanEagle.com and SS Digital Media Inc., to notify them that they are selected for web site design and SEO management presentations to the CVB board. The motion was seconded by Ikhlas Ahmed. The motion passed by unanimous voice vote.

- e. **CONSIDERATION OF A RECOMMENDATION TO APPROVE A MOTION THAT CVB PROCEED WITH THE PURCHASE OF A ¼ PAGE AD WITH THE IBROCHURE ENHANCEMENT IN THE 2012 ILLINOIS SPRING/SUMMER GETAWAY GUIDE (SALES & MARKETING COMMITTEE RECOMMENDED THE MOTION AT THEIR FEBRUARY 2, 2012 MEETING)**

Jess Farlow made a motion to approve the Sales & Marketing Committee recommendation that CVB proceed with the purchase of a ¼ page ad with the iBrochure enhancement in the 2012 Illinois Spring/Summer Getaway Guide. The motion was seconded by Randy Whiteside. The motion passed by unanimous voice vote.

- f. **CONSIDERATION OF A RECOMMENDATION TO APPROVE A MOTION TO ACCEPT THE LIST OF AD CRITERIA FOR DESIGNER SELECTION (SALES & MARKETING COMMITTEE RECOMMENDED THE MOTION AT THEIR FEBRUARY 2, 2012 MEETING)**

Jess Farlow made a motion to approve the Sales & Marketing Committee recommendation to accept the list of ad criteria for designer selection. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.

OTHER NEW BUSINESS

Katherine Walker commented that she had received a telephone call from New Orleans today. Our regional director, Roger Carmack is there doing international and motor coach for the State. He inquired if we wanted a ¼ page ad placement in the *Illinois Meetings & Events* magazine at a total cost of \$500.00. We will be purchasing the ad.

UNFINISHED BUSINESS

- a. **SURVEY WITH UNIVERSITY OF HOUSTON, CONRAD HILTON COLLEGE OF HOTEL AND RESTAURANT MANAGEMENT APPROVED BY COUNTY BOARD ON 9/13/11 - DR. JASON DRAPER'S PRESENTATION OF THE FINAL VISITOR INSIGHT SURVEY RESULTS ON MARCH 2, 2012 (AND POSSIBLE DATE/VENUE CHANGE FOR MARCH CVB BOARD MEETING TO COINCIDE WITH NOON PRESENTATION)**

Dr. Jason Draper's presentation of the final Visitor Insight Survey results will be on March 2, 2012 at 12:00 noon at Eagle Ridge Resort & Spa, Galena. It was the consensus of the board to reschedule the March CVB Board meeting to be held in conjunction with the presentation.

OTHER OLD BUSINESS

Merri Berlage commented that she was curious as to where we are with agri-tourism. Katherine Walker informed the board that she would be meeting with the Farm Bureau on Thursday, February 9 at 8 p.m. We also submitted the fact that we had a contract with agri-tourism and a definition with the county for one of our 2011 accomplishments to Jan Kostner for her state of the state address during Governor's Conference.

Matthew Carroll commented that the triathlon registration would be opening tomorrow at noon. Katherine Walker added that we signed up for a new payment service called MuniPay which will also accept VISA. The county is seeing us as a test case for the service. It took a lot of cooperation between the Treasurer's office, State's Attorney's office, County Administrator's office, and IT department to bring this to fruition.

MARKETING/WEBSITE UPDATE REPORT

Katherine Walker commented that Nick had sent us a report very late this afternoon. She and Celestino had just started to go over it. They will get something put together and will email it to the board tomorrow with a synopsis of where we are at. All the numbers are a little mind boggling.

BOARD MEMBER COMMENTS

Jess Farlow commented on the article in the Sunday edition of the Telegraph Herald regarding the Field of Dreams in Dyersville, IA. This will be a huge tourism boom to our area and we should pay favorable attention to this going forward.

Ikhlas Ahmed inquired about a timeline for the e-newsletters that will be going out in the future.

Helen Schamberger commented on the Kraft reunion meetings that she and Katherine Walker have been attending. Farm tours and a petting zoo are being discussed as part of the event which will be held in June, 2014.

Erin Murphy commented on a Smithsonian event that is scheduled at the Wapello site the last weekend of July.

Merri Berlage commented that she did not receive the e-vite for the February Networking Reception.

Helen Schamberger requested that the board be updated on the Field of Dreams progress.

PUBLIC COMMENTS

Kathie Farlow commented that she had the Telegraph Herald article with her if anyone would like to take a look at it.

Rick Remington commented that he was glad to be here.

Dan Reimer told the board to keep up the good work.

CLOSED SESSION

There was no closed session at this time.

POSSIBLE ACTION AS A RESULT OF CLOSED SESSION ITEMS

ADJOURN

Merri Berlage made a motion to adjourn the meeting at 6:50 p.m. The motion was seconded by Ikhlas Ahmed. The motion carried by unanimous voice vote.

NEXT CVB BOARD MEETING
12:00 NOON, FRIDAY, MARCH 2, 2012
EAGLE RIDGE RESORT & SPA
