



**CVB BOARD MEETING MINUTES
OF MARCH 2, 2012**

CVB Board of Directors Members:

- | | |
|------------------------------------------------------|--------------------------------------------------------|
| <input checked="" type="checkbox"/> Ahmed, Ikhlas | <input checked="" type="checkbox"/> McLane, Annette |
| <input checked="" type="checkbox"/> Berlage, Merri | <input checked="" type="checkbox"/> Murphy, Erin |
| <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 checked="" type="checkbox"/> Ruffini, Celestino |
| <input type="checkbox"/> Belger, Melosa | <input checked="" type="checkbox"/> Walker, Katherine |
| <input checked="" type="checkbox"/> Gratton, Judy | |

GUESTS: Dr. Jason Draper, Jackie Methling, Dan Reimer, Barbara Sue Schubert and Nick Skislak

Merri Berlage made a motion to accept the February 7, 2012 CVB board meeting minutes as presented. The motion was seconded by Randy Whiteside. The motion passed by unanimous voice vote.

Merri Berlage made a motion to remain neutral on the request from Community Collaborative Committee. The motion was seconded by Randy Whiteside. The motion passed by unanimous voice vote.

Jess Farlow made a motion to accept the CVB Sales & Marketing Committee recommendation to plan a Board retreat. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.

Hal Gilpin made a motion to follow up on the initiative from VisitGalena.org. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.

Helen Schamberger made a motion to compile additional questions for the two web design & SEO management candidates, send them the questions and have them respond before the next CVB Board meeting when there will be further discussion. The motion was seconded by Merri Berlage. The motion passed by unanimous voice vote.

Merri Berlage made a motion to adjourn the meeting at 3:21 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 12:05 p.m.

ROLL CALL

Roll call was answered as follows: Present: Ikhlas Ahmed, Merri Berlage, Matthew Carroll, Jess Farlow, Hal Gilpin, Annette McLane, Erin Murphy, Helen Schamberger and Randy Whiteside. Present: 9

CVB Staff present: Mary Althof, Judy Gratton, Celestino Ruffini and Katherine Walker.

ESTABLISHMENT OF QUORUM

A quorum was established.

WELCOME AND INTRODUCTIONS

Jess Farlow welcomed the guests in attendance.

PUBLIC COMMENTS

There were no public comments at this time.

WEB SITE DESIGN AND SEO MANAGEMENT PRESENTATIONS

a. 12:15 A.M. - SVANACO, INC. DBA AMERICAN EAGLE.COM

Jackie Methling, a website strategist from AmericanEagle.com, presented their proposal for web site design and SEO management.

b. 12:30 P.M. - SS DIGITAL MEDIA INC.

Nick Skislak, owner of SS Digital Media Inc., presented their proposal for web site design and SEO management.

VISITOR INSIGHT SURVEY PRESENTATION

a. 01:15 P.M. – DR. JASON DRAPER

Dr. Jason Draper from the University of Houston, presented the results of the Visitor Insight Survey.

APPROVAL OF MINUTES OF THE FEBRUARY 7, 2012, CVB BOARD MEETING

Merri Berlage made a motion to accept the February 7, 2012 CVB board meeting minutes as presented. The motion was seconded by Randy Whiteside. The motion passed by unanimous voice vote.

NEW BUSINESS

a. CONSIDERATION OF A REQUEST FROM COMMUNITY COLLABORATIVE COMMITTEE (CCC)

Merri Berlage made a motion to remain neutral on the request from Community Collaborative 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 THE CVB BOARD PLANS A BOARD RETREAT (SALES & MARKETING COMMITTEE RECOMMENDED THE MOTION AT THEIR FEBRUARY 23, 2012 MEETING)

Jess Farlow made a motion to accept the CVB Sales & Marketing Committee recommendation to plan a Board retreat. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.

c. INITIATIVE FROM VISITGALENA.ORG

Hal Gilpin made a motion to follow up on the initiative from VisitGalena.org. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.

OTHER NEW BUSINESS

Katherine Walker commented that there is new legislation regarding the Illinois Freedom of Information Act (FOIA). Each board member needs to register as a OMA Public Body Member and complete the online training on the Illinois Attorney General's website.

Randy Whiteside questioned where we go from here with the two presentations that we saw today. Walker suggested that the Sales & Marketing Committee discuss this on Thursday and bring it back to the full board. A lengthy discussion followed. Helen Schamberger made a motion to compile additional questions for the two web design & SEO management candidates, send them the questions and have them respond before the next CVB Board meeting when there will be further discussion. The motion was seconded by Merri Berlage. The motion passed by unanimous voice vote.

UNFINISHED BUSINESS

There was no other unfinished business at this time.

OTHER OLD BUSINESS

There was no other old business at this time.

MARKETING/WEBSITE UPDATE REPORT

Katherine Walker and Celestino Ruffini have been talking about the e-newsletter and how to make it effective and get it sent out. Vendors were narrowed down to two. After attending a seminar at ConstantContact, it was decided to go with them. Ruffini spent two days cleaning up our database names and email addresses. They have created a calendar and are going to try to be two months ahead of the system just like retail is. The first e-newsletter will go out on Monday.

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

Merri Berlage made a motion to adjourn the meeting at 3:21 p.m. The motion was seconded by Ikhlas Ahmed. The motion carried by unanimous voice vote.

**NEXT CVB BOARD MEETING
6:00 P.M., TUESDAY, APRIL 3, 2012
JO DAVIESS COUNTY COURTHOUSE**
