



**CVB BOARD MEETING MINUTES  
OF MAY 1, 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       |
| <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 checked="" type="checkbox"/> Belger, Melosa | <input checked="" type="checkbox"/> Walker, Katherine |
| <input type="checkbox"/> Gratton, Judy             |   |

**GUESTS:**

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Erin Murphy made a motion to accept the April 3, 2012 CVB board meeting minutes as presented. The motion was seconded by Hal Gilpin. The motion passed by unanimous voice vote.

Erin Murphy made a motion to accept the April 3, 2012 CVB board retreat meeting minutes as presented. The motion was seconded by Randy Whiteside. The motion passed by unanimous voice vote.

**Erin Murphy made a motion to award the bid for the 2012 Galena Triathlon/Duathlon porta-potty bid to Galena Porta-Potty, Inc. for the estimated bid of \$1,653.00 which includes setup/delivery based on their location in Galena and their past performance. The motion was seconded by Matthew Carroll. Helen Schamberger opposed the motion. The motion passed by voice vote.**

**Hal Gilpin made a motion to approve the website management contract with an amendment to include a cap of \$2,000 per month for any ad roll purchases and all purchases to be reviewed by the CVB Board. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.**

**Matthew Carroll made a motion to adjourn the meeting at 7:21 p.m. The motion was seconded by Randy Whiteside. The motion carried by unanimous voice vote.**

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**CALL TO ORDER**

Jess Farlow called the meeting to order at 6:05 p.m.

**ROLL CALL**

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

Present: 8 Absent: Annette McLane. Absent: 1

CVB Staff present: Mary Althof, Melosa Belger and Katherine Walker.

**ESTABLISHMENT OF QUORUM**

A quorum was established.

**WELCOME AND INTRODUCTIONS**

Jess Farlow welcomed everyone in attendance.

**PUBLIC COMMENTS**

There were no public comments at this time.

**APPROVAL OF MINUTES OF THE APRIL 3, 2012, CVB BOARD MEETING**

Erin Murphy made a motion to accept the April 3, 2012 CVB board meeting minutes as presented. The motion was seconded by Hal Gilpin. The motion passed by unanimous voice vote.

**APPROVAL OF MINUTES OF THE APRIL 3, 2012, CVB BOARD RETREAT MEETING**

Erin Murphy made a motion to accept the April 3, 2012 CVB board retreat meeting minutes as presented. The motion was seconded by Randy Whiteside. The motion passed by unanimous voice vote.

## **NEW BUSINESS**

### **a. DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON THE 2012 GALENA TRIATHLON/DUATHLON PORTA-POTTY BID**

Erin Murphy made a motion to award the bid for the 2012 Galena Triathlon/Duathlon porta-potty bid to Galena Porta-Potty, Inc. for the estimated bid of \$1,653.00 which includes setup/delivery based on their location in Galena and their past performance. The motion was seconded by Matthew Carroll. Helen Schamberger opposed the motion. The motion passed by voice vote.

## **OTHER NEW BUSINESS**

Hal Gilpin questioned if the new website expenses would be taken out of line item 702, professional services. Katherine Walker confirmed. Gilpin suggested that we have the website as a separate line item category and Walker replied that we could possibly do that for the FY2013 budget.

Gilpin also requested that a discussion of a new mission statement be put on the next board meeting agenda.

Katherine Walker informed the board that one of the things we are looking at in 2013 is static sports. She attended a Chess Tournament in Chicago and feels this would be a good event here.

Walker informed the board that we are moving ahead with the wedding card and that we are putting together a *100 Things to do in Galena* list that is still in progress.

## **UNFINISHED BUSINESS**

### **a. 2012 Travel and Tourism Week in Galena, Illinois and Jo Daviess County**

We will be celebrating 2012 Travel and Tourism Week on Wednesday, May 9, 2012 at our Networking Reception at Schurmeier Teaching Forest near Elizabeth. The week of May 7, 2012 we will also be serving cookies at the Old Train Depot Visitor Information Center and having a contest to "Name the Eagle" at our VIC.

### **b. Discussion, recommendation and possible action on website management contract**

Hal Gilpin made a motion to approve the website management contract with an amendment to include a cap of \$2,000 per month for any ad roll purchases and all purchases to be reviewed by the CVB Board. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.

## **OTHER OLD BUSINESS**

Merri Berlage questioned what kind of information we have gotten back from the tradeshows that have been attended. Katherine Walker responded that we have a list of the brides and Heartland attendees in our database. Staff clarified expenses on the financial statement and paid claims listing.

## **MARKETING/WEBSITE UPDATE REPORT**

There was no report at this time.

**BOARD MEMBER COMMENTS**

Matthew Carroll commented that he has purchased the old Elizabeth Market building in Elizabeth.

Jess Farlow reminded the board that he and his wife, Kathie, had sold the Farmers' Guest House and will remain in the area.

**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**

Matthew Carroll made a motion to adjourn the meeting at 7:27 p.m. The motion was seconded by Hal Gilpin. The motion carried by unanimous voice vote.

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**NEXT CVB BOARD MEETING  
6:00 P.M., TUESDAY, JUNE 5, 2012  
JO DAVIESS COUNTY COURTHOUSE**

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