



**CVB BOARD MEETING MINUTES
OF JULY 31, 2012**

CVB Board of Directors Members:

- | | |
|---|--|
| <input type="checkbox"/> Ahmed, Ikhlas | <input checked="" type="checkbox"/> McLane, Annette <i>(arrived at 11:35 a.m.)</i> |
| <input type="checkbox"/> Berlage, Merri | <input type="checkbox"/> Murphy, Erin |
| <input checked="" type="checkbox"/> Carroll, Matthew <i>(arrived at 11:35 a.m.)</i> | <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 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: None

Matthew Carroll made a motion to approve a letter of support from the Galena/Jo Daviess County Convention & Visitors Bureau for application of the Jo Daviess Conservation Foundation for continued assistance of the National Park Service. The motion was seconded by Hal Gilpin. The motion passed by unanimous voice vote.

Jess Farlow made a motion to approve the Illinois Tourism Marketing Partnership Grant Program Application in the amount of \$51,525.50. The motion was seconded by Helen Schamberger. The motion passed by unanimous voice vote.

Matthew Carroll made a motion to adjourn the meeting at 12:15 p.m. The motion was seconded by Annette McLane. The motion carried by unanimous voice vote.

CALL TO ORDER

Jess Farlow called the meeting to order at 11:00 a.m.

ROLL CALL

Roll call was answered as follows: Present: Jess Farlow, Hal Gilpin, and Helen Schamberger. Present: 3 Absent: Ikhlas Ahmed, Merri Berlage, Matthew Carroll, Annette McLane, Erin Murphy and Randy Whiteside. Absent: 6.

CVB Staff present: Melosa Belger and Katherine Walker.

ESTABLISHMENT OF QUORUM

A quorum was not 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 JULY 19, 2012, CVB BOARD MEETING

Jess Farlow stated the minutes could not be approved for lack of a quorum and the agenda items could be discussed but no motions could be made.

Katherine Walker announced agriculture awards will be held at the Illinois State Fair in Springfield on August 14th at 1:30 p.m. Two local businesses, Galena Cellars and 111 Main will receive awards and Great Rivers Country, our regional division, will receive an award for a children's activity book they created.

Annette McLane and Matthew Carroll entered the meeting at 11:35 a.m.

NEW BUSINESS

a. DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON LETTER OF SUPPORT FOR APPLICATION OF THE JO DAVIESS CONSERVATION FOUNDATION FOR CONTINUED ASSISTANCE OF THE NATIONAL PARK SERVICE

Matthew Carroll made a motion to approve a letter of support from the Galena/Jo Daviess County Convention & Visitors Bureau for application of the Jo Daviess Conservation Foundation for continued assistance of the National Park Service. The motion was seconded by Hal Gilpin. The motion passed by unanimous voice vote.

b. DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON 2013 ILLINOIS TOURISM MARKETING PARTNERSHIP GRANT PROGRAM APPLICATION IN THE AMOUNT OF \$51,525.50

Jess Farlow made a motion to approve the Illinois Tourism Marketing Partnership Grant Program Application in the amount of \$51,525.50. The motion was seconded by Helen Schamberger. The motion passed by unanimous voice vote.

OTHER NEW BUSINESS

Helen Schamberger asked how the county knows if small B&B's pay the hotel/motel tax? Katherine Walker explained the process for collecting the hotel/motel tax.

Katherine Walker announced agriculture awards will be held at the Illinois State Fair in Springfield on August 14th at 1:30 p.m. Two local businesses, Galena Cellars and 111 Main will receive awards and Great Rivers Country, our regional division, will receive an award for a children's activity book they created.

Katherine Walker mentioned that she spoke with the Executive Director of the Galena Area Chamber of Commerce about a new lease for the Visitor Center. She stated that the lease will remain the same until the end of April and will start negotiating a new lease in February.

UNFINISHED BUSINESS

There was no other unfinished business at this time.

OTHER OLD BUSINESS

Katherine Walker stated the bridal cards start distribution through the Clerk's Office tomorrow with 100 cards to see how the promotion proceeds.

Hal Gilpin mentioned the results of the Galena Triathlon & Duathlon Survey and asked what will be done with the results. Katherine Walker stated that Eagle Ridge wants to look at changing the bike course to another location, but still end the race at the resort.

MARKETING/WEBSITE UPDATE REPORT

a. UPDATE ON THE NEW WEBSITE

Katherine Walker stated that Nick will be here on Monday, August 13th to train staff on the admin side of the site and invited the board to meet with Nick for an update on the website.

REGIONAL REPORT

There was a lengthy discussion regarding the Illinois DECO 2011 Tourism Impact Report that was released in July.

BOARD MEMBER COMMENTS

Jess Farlow mentioned some board member terms expire in November and should be addressed at the next board meeting.

Jess Farlow questioned the county administrative fees paid each month. Katherine Walker explained the breakdown of the admin fee and services provided by the county.

Jess Farlow voiced a concern about colors during the fall season.

Helen Schamberger showed a news article with pictures and stated the kids looked smart.

PUBLIC COMMENTS

There were no public comments at this time.

CLOSED SESSION

There was no closed session at this time.

ADJOURN

Matthew Carroll made a motion to adjourn the meeting at 12:15 p.m. The motion was seconded by Annette McLane. The motion carried by unanimous voice vote.

**NEXT CVB BOARD MEETING
12:00 NOON, MONDAY, AUGUST 13, 2012
JO DAVIESS COUNTY COURTHOUSE BOARD ROOM**
