



CVB BOARD MEETING MINUTES
OF AUGUST 28, 2012

CVB Board of Directors Members:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Ahmed, Ikhlas | <input type="checkbox"/> McLane, Annette |
| <input type="checkbox"/> Berlage, Merri | <input checked="" type="checkbox"/> Murphy, Erin |
| <input checked="" type="checkbox"/> Carroll, Matthew (<i>arrived at 11:37 a.m.</i>) | <input checked="" type="checkbox"/> Schamberger, Helen |
| <input checked="" type="checkbox"/> Farlow, Jess | <input checked="" type="checkbox"/> Whiteside, Randy |
| <input 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: None

Erin Murphy made a motion to approve the August 13, 2012 CVB Special Board Meeting minutes as presented. The motion was seconded by Randy Whiteside. The motion carried by unanimous voice vote.

Jess Farlow made a motion to form a Nominating Committee to decide on the board member elections that are coming up in November, 2012. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.

Matthew Carroll made a motion to approve the FY13 LTCB Grant Application. The motion was seconded by Randy Whiteside. The motion passed by unanimous voice vote.

Ikhlas Ahmed made a motion to approve a motion to approve an advertising agreement with the Chicago Wolves for FY13 (Sales & Marketing Committee recommended the motion at their August 23, 2012 meeting). The motion was seconded by Helen Schamberger. The motion passed by unanimous voice vote.

Ikhlas Ahmed made a motion to adjourn the meeting at 12:27 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 11:35 a.m.

ROLL CALL

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

CVB Staff present: Mary Althof 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 AUGUST 13, 2012, CVB BOARD MEETING

Erin Murphy made a motion to approve the August 13, 2012 CVB Special Board Meeting minutes as presented. The motion was seconded by Randy Whiteside. The motion carried by unanimous voice vote.

Matthew Carroll entered the meeting at 11:37 a.m.

NEW BUSINESS

a. DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON UPCOMING BOARD MEMBER TERMS EXPIRING IN NOVEMBER, 2012

Jess Farlow, Matthew Carroll and Annette McLane all have terms expiring in November, 2012. Jess Farlow made a motion to form a Nominating Committee to decide on the board member elections that are coming up in November, 2012. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote. Ikhlas Ahmed, Matthew Carroll and Helen Schamberger were appointed to serve on the Nominating Committee. Both Farlow and Carroll wish to remain on the board.

b. DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON FY13 LTCB GRANT APPLICATION

Matthew Carroll made a motion to approve the FY13 LTCB Grant Application. The motion was seconded by Randy Whiteside. The motion passed by unanimous voice vote.

c. CONSIDERATION OF A RECOMMENDATION TO APPROVE A MOTION TO APPROVE AN ADVERTISING AGREEMENT WITH THE CHICAGO WOLVES FOR FY13 (SALES & MARKETING COMMITTEE RECOMMENDED THE MOTION AT THEIR AUGUST 23, 2012 MEETING)

Ikhlas Ahmed made a motion to approve a motion to approve an advertising agreement with the Chicago Wolves for FY13 (Sales & Marketing Committee recommended the motion at their August 23, 2012 meeting). The motion was seconded by Helen Schamberger. Jess Farlow started a discussion regarding the committee decision. Originally Farlow was not in favor of the agreement, however, after a presentation, we had gone through a similar program with the Chicago Wolves two years ago which came back relatively un-measurable. The possibilities for cross marketing with other entities that the Chicago Wolves are also going to be involved with and the ability to actually utilize the players, get them up to our location, do various things, maybe get them out on the ski slope, on the chairlift with a hockey stick, or have a particular golf one where there is a goal tender at the hole holding a golf ball making the save instead of a puck and being able to really exploit it which we never did before. That is essentially what changed his mind. The old program will exist still, but that's the nuts and bolts. Everything after that are the things we are going to attempt to do with the Chicago Wolves. Erin Murphy questioned the cost and Katherine Walker stated that the price they shot us was \$30,000 originally, but they have negotiated it down to \$25,000 without any cuts in the program. Randy Whiteside added that this is the next level down from the Blackhawks, so a lot more kids would go to it and that it is in the demographics area where we get a lot of our business. We would like to have these people come out as celebrities to do a charity golf outing or an event at the ski slopes. Possibly a TV commercial or infomercial for our website. The wives are what really draw a lot of people here. Farlow commented that we have a very effective executive director now. We had an interim director when this took place before that was essentially hands off on the whole promotion. He was more against it than he was for it. We are in a much better position to take advantage of this now. Walker added that the Chicago Wolves were very unhappy on their end as well; they conveyed that to us. The fact that they are willing to look at it again with us speaks volumes of where they think the value is for them, too. The motion passed by unanimous voice vote.

OTHER NEW BUSINESS

Katherine Walker commented that we were receiving great raves out of Midwest Living.

UNFINISHED BUSINESS

There was no other unfinished business at this time.

OTHER OLD BUSINESS

Erin Murphy questioned what the Community Grant reimbursement for the Village of Stockton was for.

MARKETING/WEBSITE UPDATE REPORT

a. UPDATE ON THE NEW WEBSITE

Katherine Walker commented that there are still some glitches with the new website and that SS Digital Media is working to correct them.

REGIONAL REPORT

Katherine Walker informed the board that Jan Kostner is stepping down from her role as Deputy Director of the Illinois Office of Tourism. Jan has accepted the position of Deputy Director of Events and Marketing at the University of Chicago's Institute of Politics. There will be two gatherings to say goodbye and wish her well in her new endeavor either in Springfield September, 5 or in Chicago September, 12. Walker hopes to attend the Springfield reception.

BOARD MEMBER COMMENTS

Erin Murphy commented on the Online Advertising Report. She asked if the format could be changed so that it is easier to understand. Randy Whiteside replied that there is a dashboard results report that could be used instead of the current report.

Jess Farlow commented that the Hotel/Motel tax collections for the last month and for year to date which are remarkably good. We are definitely moving in a very positive direction.

Katherine Walker commented that Richard Forester gave a presentation to a small group of Chamber members and he mentioned the CVB very favorably. We are trying to do what's best for the destination and the visitor. We needed to replace a person at the Depot who is relocating to the Chicago area. A lady that also works at Visitgalena will be filling this position. She is a dynamite person and will be a good ambassador for us as she is for them.

Erin Murphy commented that Mallardfest in Hanover will be Saturday, September 15th, 2012. Parade is at NOON.

PUBLIC COMMENTS

There were no public comments at this time.

CLOSED SESSION

There was no closed session at this time.

ADJOURN

Ikhlas Ahmed made a motion to adjourn the meeting at 12:27 p.m. The motion was seconded by Matthew Carroll. The motion carried by unanimous voice vote.

NEXT CVB BOARD MEETING
11:30 A.M., TUESDAY, SEPTEMBER 25, 2012
JO DAVIESS COUNTY COURTHOUSE BOARD ROOM
