



CVB BOARD MEETING MINUTES  
OF OCTOBER 30, 2012

CVB Board of Directors Members:

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Ahmed, Ikhlas ( <i>arrived 6:03 p.m.</i> ) | <input checked="" type="checkbox"/> McLane, Annette                               |
| <input 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 ( <i>arrived 6:04 p.m.</i> ) |
| <input checked="" type="checkbox"/> Gilpin, Hal                                |   |

CVB Staff:

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

GUESTS: John Meyerhofer, Dan Reimer and Kathie Farlow

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Helen Schamberger made a motion to approve the September 25, 2012 CVB Board Meeting minutes as presented. The motion was seconded by Matthew Carroll. The motion carried by unanimous voice vote.

Matthew Carroll made a motion to amend Article IV, Meetings, Section 1 of the By-Laws of the Galena/Jo Daviess County Convention & Visitors Bureau Board of Directors to read *Regular meetings of the CVB Board shall be held at 6 p.m. on the LAST Tuesday of each month in the Jo Daviess County Courthouse, or other date or location as agreed to by the CVB Board members.* The motion was seconded by Randy Whiteside. The motion carried by unanimous voice vote.

**Erin Murphy made a motion to approve the 2013 CVB Board Annual Schedule as presented. The motion was seconded by Matthew Carroll. The motion passed by unanimous voice vote.**

**Erin Murphy made a motion to accept the low bid from Sedona Staffing Services for a two-year contract beginning December 1, 2012 through November 30, 2014 for staffing at the Visitor Information Center. The motion was seconded by Hal Gilpin. The motion passed by unanimous voice vote.**

**Randy Whiteside made a motion to purchase the exclusive cover article package or the spread package in the 2013 Spring/Golf Show issue of GolfTime Magazine at the cost of no more than \$6,495 at the recommendation of the Sales & Marketing Committee. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.**

**Erin Murphy made a motion to nominate Jess Farlow, Matthew Carroll and Annette McLane to the CVB Board for a three year term beginning December 1, 2012. The motion was seconded by Hal Gilpin. The motion passed by unanimous voice vote.**

**Matthew Carroll made a motion to adjourn the meeting at 6:47 p.m. The motion was seconded by Annette McLane. The motion carried by unanimous voice vote.**

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**CALL TO ORDER**

Jess Farlow called the meeting to order at 06:02 p.m.

**ROLL CALL**

Roll call was answered as follows: Present: Matthew Carroll, Jess Farlow, Hal Gilpin, Annette McLane, Erin Murphy and Helen Schamberger. Ikhlas Ahmed entered at 6:03 p.m. Randy Whiteside entered at 6:04 p.m. Present: 8 Absent: Merri Berlage Absent: 1.  
CVB Staff present: Mary Althof, Judy Gratton and Katherine Walker.

**ESTABLISHMENT OF QUORUM**

A quorum was established.

**WELCOME AND INTRODUCTIONS**

Jess Farlow welcomed everyone in attendance and introduced John Meyerhofer, Jo Daviess County Sheriff's office and Dan Reimer, County Administrator.

**PUBLIC COMMENTS**

There were no public comments at this time.

**APPROVAL OF MINUTES OF THE SEPTEMBER 25, 2012, CVB BOARD MEETING**

Helen Schamberger made a motion to approve the September 25, 2012 CVB Board Meeting minutes as presented. The motion was seconded by Matthew Carroll. The motion carried by unanimous voice vote.

## NEW BUSINESS

**a. DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON ANNUAL MEETING**

It was the consensus of the board to hold an annual meeting in February, 2013.

**b. DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON THE BY-LAWS OF THE GALENA/JO DAVIESS COUNTY CVB**

Matthew Carroll made a motion to amend Article IV, Meetings, Section 1 of the By-Laws of the Galena/Jo Daviess County Convention & Visitors Bureau Board of Directors to read *Regular meetings of the CVB Board shall be held at 6 p.m. on the LAST Tuesday of each month in the Jo Daviess County Courthouse, or other date or location as agreed to by the CVB Board members.* The motion was seconded by Randy Whiteside. The motion carried by unanimous voice vote.

**c. APPROVAL OF 2013 CVB BOARD ANNUAL SCHEDULE**

Erin Murphy made a motion to approve the 2013 CVB Board Annual Schedule as presented. The motion was seconded by Matthew Carroll. The motion passed by unanimous voice vote.

**d. DISCUSSION, RECOMMENDATION AND POSSIBLE ACTION ON CVB VISITOR INFORMATION CENTER STAFFING CONTRACT**

Erin Murphy reported that six requests for bids went out for the 2012 - 2014 staffing bids and only two bids came in. Sedona Staffing Services was the low bidder and the Visitor Services committee recommends staying with Sedona. Erin Murphy made a motion to accept the low bid from Sedona Staffing Services for a two-year contract beginning December 1, 2012 through November 30, 2014 for staffing at the Visitor Information Center. The motion was seconded by Hal Gilpin. The motion passed by unanimous voice vote.

**e. OPEN MEETINGS ACT CHANGES EFFECTIVE JANUARY 1, 2013**

Recent changes have been made to the Open Meetings Act. Additional requirements for agendas and notices will take effect on January 1, 2013. Each elected or appointed member of a public body must complete the electronic training course offered on the Illinois Attorney General's website as well.

**f. CONSIDERATION OF A RECOMMENDATION TO APPROVE A MOTION TO PURCHASE THE EXCLUSIVE COVER ARTICLE PACKAGE OR THE SPREAD PACKAGE IN THE 2013 SPRING/GOLF SHOW ISSUE OF GOLFTIME MAGAZINE AT THE COST OF NO MORE THAN \$6,495. (SALES & MARKETING COMMITTEE RECOMMENDED THE MOTION AT THEIR OCTOBER 18, 2012 MEETING)**

Randy Whiteside passed out the GolfTime magazine for the board to look at. Katherine Walker explained that the cover is available and we would like to have a feature article as well where we can promote the whole county. The added value is that we are committed to doing two golf shows, one in Milwaukee and one in Chicago and we can offer an individual partner the opportunity to have an ad with us and also have their materials at the golf shows. Randy Whiteside made a motion

to purchase the exclusive cover article package or the spread package in the 2013 Spring/Golf Show issue of GolfTime Magazine at the cost of no more than \$6,495 at the recommendation of the Sales & Marketing Committee. The motion was seconded by Erin Murphy. The motion passed by unanimous voice vote.

#### **OTHER NEW BUSINESS**

There was no other new business at this time.

#### **UNFINISHED BUSINESS**

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

Jess Farlow, Matthew Carroll and Annette McLane all wish to remain on the CVB Board for another term. Erin Murphy made a motion to nominate Jess Farlow, Matthew Carroll and Annette McLane to the CVB Board for a three year term beginning December 1, 2012. The motion was seconded by Hal Gilpin. The motion passed by unanimous voice vote.

#### **OTHER OLD BUSINESS**

Katherine Walker mentioned that we approved a sponsorship with the Chicago Wolves. Walker went to the first home game as well as Randy Whiteside and his family. It was a lot of fun and very exciting. They had a very good crowd. We are making some adjustments to what we saw on the jumbo tron promoting Galena and Jo Daviess County to make it a little more eye catching and readable. We are also making some changes to the text they get for the text in to win contest. We are giving away a getaway three times during the season and we are trying to get it more engaging to the people. The opportunities for us will be further enhanced because we could exhibit on the concourse during the home games and it will be a prime opportunity to promote the skiing and snowboarding that we have because these people are already predisposed to winter sports.

Walker also commented that we are continuing to research the possibility of hosting a chess tournament.

Matthew Carroll updated the board on the upcoming Lead Rush Half Marathon that will be this coming Saturday at Chestnut Mountain Resort. There are 318 athletes registered - 164 females and 154 males. We are working hard to enhance the event from last year.

#### **MARKETING/WEBSITE UPDATE REPORT**

**a. UPDATE ON THE NEW WEBSITE**

Katherine Walker commented she has been talking with Nick Skislak at SS Digital regarding some new ideas that are being generated. Sales & Marketing will be hearing about them first. One of the things is an online trail through Jo Daviess County and Galena. Also events such as geocaching and agritourism and what we can do to generate some excitement about the destination. We are developing a new template for e-newsletters to have a bit more sizzle and be attractive so it draws you in rather than be text heavy. Nick is happy with the progress. The numbers are increasing. He's looking at what other destinations are doing because he realizes we have to be competitive.

**REGIONAL REPORT**

There was nothing to report on the regional level.

**BOARD MEMBER COMMENTS**

Hal Gilpin commented that he knows there have been a bunch of emails circulating the past couple of weeks and some of them had personal attacks against Katherine and the CVB staff. Gilpin feels that everyone is doing a great job in handling the situation and the job that they do and he doesn't think any of the emails have any merit to them.

**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 6:47 p.m. The motion was seconded by Annette McLane. The motion carried by unanimous voice vote.

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**NEXT CVB BOARD MEETING**  
**6:00 P.M., TUESDAY, NOVEMBER 27, 2012**  
**OLD TRAIN DEPOT VISITOR INFORMATION CENTER**  
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