



**Galena/Jo Daviess County Convention & Visitors Bureau**  
**Minutes for Sales & Marketing Meeting**  
**Jo Daviess County Courthouse, Galena, IL @ 11:00 a.m.**  
**December 17, 2015**

**Call to order:** Meeting was called to order by Hal Gilpin at 11:00 a.m.

**Roll Call Present:**

**Committee Members**

- ☒ Hal Gilpin
- ☒ Jess Farlow
- ☒ Helen Schamberger
- ☐ Matthew Carroll
- ☐ Vacant
- ☐ Vacant
- ☐ Amy Laskye
- ☒ Terry McGovern
- ☒ Betty Roliardi
- ☒ Colin Sanderson (*Entered the meeting at 11:20 a.m.*)

**Staff**

- ☐ Katherine Walker, Executive Director
- ☒ Jeff Graack, Sales & Marketing Director
- ☐ Lori Kinnaman, Administrative Assistant
- ☒ Betsy Kaage, Social Media Specialist

**Others in Attendance**

Randy McDaniel, Kaitlyn Hamilton, Tony Oedewaldt

**Public Comments**

None

**Approval of Minutes**

*Motion:* moved by Helen Schamberger to approve the minutes from the October 22, 2015 Sales & Marketing Committee meeting. Second: by Jess Farlow. **Motion carried.**

## **New Business.**

Randy McDaniel gave an update on the media plan. They will continue with the seasonal campaigns. They hope to start the video campaign mid- January, weather permitting. The online magazine will start in March. Event ads are running on the regional websites.

Kaitlyn Hamilton – McDaniel’s Marketing, spoke to the committee describing the new logo process. Randy went over the SWOT analysis with the committee. The staff described the ‘Find me in Galena’ campaign further.

Randy talked about the new website and asked the committee for ideas and suggestions. Hal Gilpin asked Randy for a timeline on the new website. Randy stated that he expects the website to launch by May 26.

Jeff Graack discussed a list of trade shows planned for 2016 and how they were chosen. He handed out sample itineraries and ideas for tour groups to be handed out at the trade shows. Jeff updated the committee on the e-news and ‘news you can use’ sent out earlier in the month.

Betsy Kaage updated the committee on her work on social media.

## **Committee Member Comments**

Terry McGovern asked if anyone has reviewed the community page for Stockton and asked about updates. The staff stated that they are working on revising the wording for the website. Terry stated that it was the wording in print that she would like redone.

Betty Roliardi asked if the committee was familiar with the activity guide that Elizabeth and Hanover was putting together. Betsy Kaage stated that she provided some of the photos for the guide.

Hal Gilpin stated that the Luminaria in Galena is a success, he asked if the outlining communities would consider something similar in their own communities. Terry McGovern stated that Elizabeth and Stockton are involved in planning a partnered function. Colin Sanderson suggested a small business Saturday for all the communities.

Terry McGovern announced that a jazz group in Chicago has approached the Northwest IL Arts Fest to join the festival scheduled for July 16 & 17 in Stockton.

**Public Comments.**

None

**Adjournment.**

*Motion:* Moved by Colin Sanderson. *Second:* by Jess Farlow to adjourn the meeting. **Motion carried.** The meeting was adjourned at 12:27 p.m.

Betsy Kaage

Secretary

Galena/Jo Daviess County Convention & Visitors Bureau

February 18, 2016

Date of Approval