

## **Marketing Committee Meeting Minutes**

Galena Country Tourism

Thu., Oct. 8, 10 a.m.

Goldmoor Inn

9001 N Sand Hill Road, Galena IL 61036

- I. **Call to order** - 10:10 a.m.
- II. **Roll call** - Present: Colin Sanderson (by phone), Mike Murphy, Birgit Radin. Other: Rose Noble, Fallon Oldenburg and Nikki Peebles joined by phone mid-way.
- III. **Citizen Comments\*** - None
- IV. **Old business/Board director concerns.** - None
- V. **New business** -  
FY'21 Q1 marketing recap - The Marketing Director read through the Q1 reporting (see attachment 1) with the committee. Next the committee reviewed hard copy print ads in circulation during Q1, as well as digital ad reviews from social and display. CEO reviewed some website and social analytics and the committee discussed FY'20 vs. FY'21 direct contact numbers. Next, the committee discussed upcoming Q2 promotions and winter happenings at the two resorts, Chestnut Mountain and Eagle Ridge's Nordic Center.
- VI. **Adjourn** - With no further business to discuss, the committee adjourned at 11:01 a.m.