

Board of Directors Meeting Minutes

Greater Galena Marketing Inc.

Tues., Aug. 22, 2017, 3 p.m.

The Old Market House

123 N. Commerce St. Galena IL 61036-2209

- I. Call to order: Chair, Robert Mahan
- II. Roll call – Birgit Radin, Robert Mahan, Mark Van Osdol, Todd Lincoln, Rachele Ahmed, Steve McIntire, Colin Sanderson, Terry McGovern, Mike Murphy, Nikki Peebles and Nancy Shady.
Other – CEO Chris Hamilton.
- III. Pledge of Allegiance.
- IV. Delegations – none.
- V. Old business:
 - a.) Hamilton announced that he is ready to make the switch to the new Web site. Shared ‘rules of thumb’ document and explained that it is for internal use only and might change slightly as we evolve. A nightlife section will be added to the site. The most clicked-through on the site is the “things to do” section. Motion to support the Web site ‘rules of thumb’ document Sanderson, Van Osdol 2nd, carries.
- VI. New business:
 - a.) Approval of minutes from July 25, 2017, motion to accept Peebles, Shady 2nd, carries.
Reminder to do the training on open meetings rules.
 - b.) Financial report – we do not have any info from the county yet and will not receive before September. Hamilton has a comparison chart for year-over-year.
Motion to accept the financial report Sanderson, 2nd Peebles, carries.
 - c.) The document retention policy was discussed – Hamilton talked to auditor. The location specification could change and will be updated as appropriate.
Motion to accept the retention policy with changes as needed to location specifications, McGovern, 2nd Shady, carries.
 - d.) The Depot building lease was discussed – A city council member was concerned about the fact that there is no rent. Contract has been modified to reflect a lease for 5 years. The county is holding capital development funds. Hamilton requested funds from that account for capital improvements at Depot building. Currently estimated at \$64,000. However, might go up due to the requirement of paying prevailing wage.
Question was asked if the lease could be extended to 7-8 years due to fact that more money is being spent on improvements.
The possibility of train service being established to Galena would require vacating the building.
Motion to accept the Depot lease with scope of work as written, Ahmed, 2nd Sanderson, carries.
- VII. Presidents report:

Hamilton reported that moneys for state grants are approved. However, we have not applied yet. Reported that the Facebook fan base is now at 70,000 and engagement has improved greatly. Apple River waterfall post had 33,000 impressions and Helluva Half Mile post had 2,000 engagements. The State has given an opportunity to allow us to take over their social media site for one day.

Hamilton is looking for a group sales director and has 2-3 good applicants.

The kiosk signs around Galena are very effective. People are taking pictures of them and posting them on social media sites. The birding pamphlet was passed around.

Hamilton is in the process to accelerate the use of technology within the operation of the Welcome Center.

VIII. Adjourn: Motion to adjourn the meeting, Shady, 2nd Ahmed, carried.