

Personnel Committee Meeting Minutes Galena

Country Tourism

Tue., April 20, 2021, 3 p.m.

Virtual

- I. Call to order: 3:02 pm
- II. Roll call - Colin Sanderson, Merri Sevey, Mike Murphy, Rose Noble. Absent: Oniqueh Giles
- III. Citizen Comments- none
- IV. Old business – none
- V. Executive Session - Section 2 (c) (1) Employee hiring, firing, compensation, discipline and performance.
 - I. New business - none
 - II. CEO – Report: Noble ran through position overviews, praising staff for the job well done. Noting Oldenburg's, (Marketing Director) flexibility through the year, pivoting campaigns as needed while still pursuing creative avenues to promote the destination. Noble views Oldenburg as a main contributor to the organization's success.

Next, Noble discussed Helle's (Groups Manager) constant presence in the groups field, through research and communications, this past year. His ability to think outside the box when it comes to group experiences and take the lead on new event recruitments, connectivity and pedestrian gathering research, and networking contacts to create solid partnerships and collaborations. Noble says Helle is doing a great job and plays an important role in actions regarding destination development.

Noble then provided the committee with praise for Bell, Digital Marketing Specialist, noting her drive and passion for the organization and dedication to producing exceptional content. Bell executes the organization's social media content and leads website data organization. Noble said Bell is that behind-the-scenes-superstar ever organization needs.

Noble discussed Kinnaman's role as Operations Director, pointing out the crucial role she plays in securing IOT grant and grant re-certification. Kinnaman also assists with financial organization, helping with bill pay and payroll execution. Noble appreciates Kinnaman's consistency and is looking forward to continue to build her position.

Last, Noble announced Tepper's, role as Visitor Services Manager. Noble said Tepper is off to a great start and she is looking forward to building programming in the Center. Noble is very pleased with the hire.

Next, Noble ran through a Top 10 list of projects handled throughout her three years as CEO, per the request of Board Chair, Sanderson.

 1. Office Relocation
 - a. Finalizing the Train Depot Renovations and Office move which included upgrading technologies and streamlining operations.
 2. Reimagining the staff
 - a. Terminating Sales position and reworking to focus on group initiatives.
 - b. Hiring Marketing Manager
 - c. Hiring Groups Manager
 - d. Hiring Visitor Services Manager

3. New Visitors Guide
 - a. All that was in communicating with the Gazette and providing information to the board in order to secure our own publication with an emphasis on digital offerings.
 4. New Website – are most detailed promotional tool
 5. New Branding – building onto Galena Country with Forever Original
 6. IOT Grants
 - a. Securing the highest IOT grant ever received at \$207,363
 - b. Securing additional IOT \$30,000 grant for international promotions
 7. 10 year Contract secured with City and County
 - a. Negotiating to receive 92% of collected hotel/motel tax for 10 years
 8. Welcome Center Relocation and re-imagining
 9. COVID – pandemic navigation
 - a. Quarantine, furloughs, safety protocols
 - b. Upgrading operations to navigate remote work
 - c. Installing community engagement program to support local businesses
 - d. Installing stakeholder engagement webinar program to support stakeholders
 - e. Amending budget to reflect decrease in tax collection
 - f. Amending marketing to reflect new budget and safety image
 - g. Providing research and resources for City/County to share with stakeholders
 - h. Providing research and resources for City's Main Street Plaza to accommodate outdoor dining for our restaurant stakeholders.
 - i. Appointed by IOT Director to Illinois' Marketing recovery Team
 - j. PPP Loan securement at \$72,170
 10. Appointed to ICCVB Board of Directors
 - a. At Large Board Director
 - b. Market IL Committee member – Reporting Board Liaison
 - c. Education Committee member
 - d. Treasurer – voted in May 18, 2021
 11. Securing the Tourism Master Plan project
- I. Adjourn: 4:13pm, Murphy motioned, Sanderson 2nds