

Board of Director's Meeting Minutes

Greater Galena Marketing Inc.

Tuesday September 25, 2018 3pm

GGMI Admin Office

101 Bouthillier St., Galena IL, 61036

- I. Call to Order: Chair, Colin Sanderson. 3:01pm
- II. Roll Call – Colin Sanderson, Birgit Birdin, Nikki Peebles, Katie Burcham, Nancy Shady, Mike Murphy. Other – CEO Rose Noble. Absent: Mark Van Osdol, Todd Lincoln, Raechelle Ahmed, Merri Sevey, and Steve McIntyre.
- IV. Citizen Comment – None
- V. Old business/Board of director Concerns – Peebles noted the Open House Ribbon Cutting for the new Admin Office/Train Depot building went very well. Noble said she has received positive feedback.

Noble noted that Jay is no longer with the organization. Noble would like to restructure the open position now that there is a year's worth of data to go off of. There were some candidates from the marketing position she wants to touch base with to see if they would be suitable. Noble noted the organization needs to be looking to hire employees that can assist with building the brand, looking towards destination development and highlighting creative group experiences.

- VI. Consent Agenda: Motion to approve, Radin, Peebles 2nd, carried.

Murphy asked what the conclusion was for the tax collection process for the county. Rose is still waiting to discuss with the county. Collin suggested creating a subcommittee regarding this issue.

- VII. New Business – none.

- VIII. CEO Report –

Rose gave quarterly reports both to City and County, no questions from either. Also supplied economic impact numbers.

Noble passed around features and spotlights including the feature in Travel Illinois – Galena Wine section and the free 2-page spread in Group Tour that is aimed towards organized tours. She mentioned that the Welcome Center has received one contact from this magazine feature already.

Rose presented at the Stockton Chamber with a presentation on Storytelling 101 and updated members with the organization's Marketing Initiatives.

Julien's Journal was passed around and featured cross promotions from the Dubuque/Galena areas.

Noble discussed the launch of Galena Country's new Industry Page on the website. This page features an introduction of the Galena Country staff, Welcome Center staff. A list of where to attend CEO

presentations, helpful marketing tips and a link to request the organization's Marketing Initiatives. There will be an option to access a media kit for stakeholders to use photos for their own promotions, we just ask that they credit Visitgalena.org. This feature will be added soon.

Last, Noble mentioned she received the first copy of the travel guide editorial and business listings. Staff is still building and looking through edits. A photographer and drone photographer were in the area taking photos in October and video shoots will begin mid-October.

X. Adjourn – Motion Shady, Peebles 2nd, carried. 3:27 p.m.