

## Board of Director's Meeting Minutes

Greater Galena Marketing Inc.  
Tues., Nov. 27, 2018, 3 p.m.  
GGMI Admin Office  
101 Bouthillier St., Galena IL, 61036

- I. Call to Order: Chair, Colin Sanderson. 3 p.m.
  - II. Roll Call – Colin Sanderson, Nikki Peebles, Merri Sevey, Steve McIntyre, Mark Van Osdol, Bobby Hahn, Raechelle Ahmed, and CEO Rose Noble
- Absent –Katie Burcham, Mike Murphy, Nancy Shady and Birgit Radin
- III. Citizen Comment – None
  - IV. Old business/Board of director Concerns –

Van Osdol noted that the weather for Thanksgiving Weekend (rainy and cold) killed visitor numbers for the parade and festivities. Ahmed commented on the lack of decorations at the Market House, in comparison to previous years. Peebles agreed and mentioned the bureaus previous involvement, prior to 2015. Noble noted that she will be reporting on this during her President's report at the end of the meeting. Noble said she has plans to meet with GDBA and the Old Market House site manager to discuss decoration duties and celebration options on the property for 2019. Noble reminded the board that to her knowledge, since 2015, the site manager handled the decorations at the Old Market House. However, she plans on aiding in the organization of the Holiday events happening at the Old Market House for 2019. Sanderson mentioned carolers at previous holiday events and wished this year had carolers. Ahmed and Van Osdol noted that caroling groups were booked this year.

Sanderson asked about ShopSmall and if there is a contact for American Express that businesses can contact. Noble updated the board on her efforts, reminding them of her contact for the PR form that runs the ShopSmall campaign, dating back to her outreach in 2016. Noble noted she has kept a steady conversation with this contact, but the firm wants to see data. Noble expressed this to the GDBA and has asked businesses to send information so she can pass along to data. Sevey noted that the Village of Elizabeth had a great weekend and numbers were up.

- V. Consent Agenda: Motion to approve, Ahmed, Peebles 2<sup>nd</sup>, carried.
- VI. New Business – none.
- VII. CEO Report –

Noble reported on the direct contacts report and the etotal interactions, with October being nearly 1 million more than September 2018. This was largely due to the Halloween video shared on social. 76375 people engaged in social media content, nearly the same amount of people who visited the website in October.

ShopSmall highlights included promo materials that the organization passed out to businesses in the County. Noble talked about the cross promotion with Stockton, Galena and Elizabeth Chambers as well

as the GDBA. Noble pointed out the coasters dropped off to restaurants and pubs in the County and acknowledged Peebles for the excellent idea. Noble reminded the board of the Chicago Tribune media blast that went to 42,000 contacts. Noble mentioned the earned media pickups garnered from the press release sent to regional media. Overall, a great start to a campaign the organization will continue to build. Noble was happy to have county-wide support in this campaign.

Sanderson praised the county-wide effort and campaign.

Noble noted the staff's attendance to ICCVB. At this meeting Noble learned about the bottleneck process of the grant but since the meeting has discovered we made it through the bottleneck and will be receiving our grant monies as planned.

Noble mentioned the opportunity to possibly receive additional grants which she is looking into. One of the projects that might have an opportunity to receive grant funding, is the county-wide trails project she is working on with JDCF, the City of Galena, Blackhawk Hills Regional Council and G.O.A.T.S.

Noble was happy to talk about her Destinations International CDME class taken in October and reminded the board that she is working on an advocacy plan that will be presented at a future board meeting. Noble passed out the Tourism Lexicon, provided Destinations International to kick off the advocacy mindset within the board by crafting our language appropriately when we discuss tourism and its impact on our community. Noble talked about bringing a speaker she met through CDME to talk about destination development to Galena and the County, sometime next fiscal year. Plans for this speaker to present during an annual meeting would be ideal.

Noble ended the report by showing some current promotions on the website and in print. With no questions the board adjourned.

VII. Adjourn – Motion Burcham, Ahmed, carried 3:36 p.m.