

Board of Directors Meeting Minutes
Galena Country Tourism
Tues., May 28, 2019 3p.m.
GGMI Admin Office
101 Bouthillier St., Galena IL, 61036

- I. Call to Order: Chair, Colin Sanderson. 3:01 p.m.
- II. Attending: Mike Murphy, Bill Bingham, Bobby Hahn, Nancy Shady, Raechelle Ahmed, Birgit Radin, Merri Sevey, Katie Burcham, Nikki Peebles, and CEO Rose Noble
Absent: Mark Van Osdol
- III. Citizen Comment - None
- IV. Old Business/Board of director concerns
- V. Consent Agenda – Peebles motioned to approve, Sevey 2nd, carried.
- VI. A. Executive Session – The board moved to executive session. Sevey discussed the findings of the personnel report, please reference meeting minutes from Personnel Committee on May 07, 2019. The recommendation of the Personnel Committee is for a 3% pay increase and full bonus to the CEO, Rose Noble. Sevey noted that Noble presented the committee with the years accomplishments and met goals. Sevey will be contacting other CVB's to make sure that the salary paid to the CEO is inline with CVB's of this size. The committee will also set in place measurable goals for the CEO. The board agreed to the recommendation of the Personnel Committee for the CEO's salary increase.
The board reconvened from Executive session, Sevey motioned to approve the raise in salary and bonus for CEO Rose Noble, Shady 2nd, carried.
B. Noble presented to the full board FY20' Finance Budget, please reference the finance committee minutes from May 7, 2019 and May 21, 2019 for the proposed FY20' Finance budget plan. Motion to approve, Peebles, Bingham 2nd, carried.
C. Noble presented to the full board FY20' Marketing Plan, please reference the marketing meeting minutes from May 14, 2019 and marketing initiatives packet. Motion to approve, Murphy, Peebles 2nd, carried.
- VII. CEO Report – Midwest Living insert which highlights adventure, winter fun, downtown Galena and restaurants throughout the county, and scenic Rt 20. The 4-pg spread will be out in June's issue. Noble presented the board with a rack card that shows what GCT offers and the GCT team, it will be given to stakeholders looking for marketing consults and for sales visits. Noble said Tourism Night was successful even with the cooler weather. During tourism week the State of IL included Galena in the top 20 destinations for IL.
GCT will align efforts with Historic Route 20 which gives tourists maps and scavenger hunts and can be found on Instagram @historicroute20 #The20Tour.
Cherri Bustos was in Galena (Noble reached out during lobbying week) and stopped at Jail Hill Inn and helped make up a guest bed.
Noble attended the last County Board meeting and noted that they were happy with the new guide. Noble will be presenting the new budgets to the City and County at the next meeting.
GCT had an ad in AAA for scenic drives.
Noble mentioned that the Horse in the window on Main St was pictured on IG by Game of Thrones fans. Noble and Helle attended the ICCVB meeting, Noble was appointed to the ICCVB Board of Directors as the Illinois Marketing Liaison.
Sanderson commended Noble on a great year and all accomplishments made for FY19!
Motion to adjourn, Bingham, Peebles 2nd, carried 4 p.m.