

**Directors Meeting**  
**Minutes**  
**Galena Country Tourism**  
*Tuesday, October 29, 2024*  
Eagle Ridge Resort & Spa  
444 Eagle Ridge Drive, Galena IL 61036

Call to Order: 4:00 pm

Roll Call: Colin Sanderson, Stewart Stoffregen, Zeke Winders, Christina Eisbach, Lyndsi Scharpf, Jennifer Pickett, Mike Dittmar, Katie Weinen, Terry Mattson. Absent: Betsy Achett, Jack Deiter

Staff and guest Present: Fallon Oldenburg, Tom Rynott, Kat Roberts, Kelly Raab, Tessa Flak, Doug Hilgendorf

Citizen Comments – None

Guest – U.S. Grant Museum – Tessa Flak and Doug Hilgendorf gave the board an overview of the plans for the new museum on Bouthillier Street. Flak stated that they hired Iowa State University to do an Economic Impact Study. The results of the study were an increase in visitors of 50,000 from their current number of 15,000 annually. By 2030 Flak anticipates an increase of 65 to 70 additional jobs in the county with ten of those in the museum. She anticipates an increase in the sales tax revenue for the museum to be \$271,000. Local spending from all sectors will increase by 2.5%. Overnight stays are expected to be 18% for museum visitors for one night and 13% staying two nights for an additional \$40,000 in hotel tax revenue.

Appointment of new board members

Winders made a recommendation to appoint Kelly Raab, Warren Chamber President, to a three-year term expiring June 30, 2027, as the At-Large representative.

*Motion to approve – Eisbach motions to approve, Scharpf seconded, no discussion, Ayes 8, Nays 0, Motion Passed.*

Consent Agenda –

*Motion to approve consent agenda items – Weinen motions to approve, Stoffregen seconded, no discussion, Ayes 8, Nays 0, Motion Passed.*

Financial

Mattson reviewed the hotel tax comparison report with the board. The returns are through the month of August 2024. Mattson briefly reviewed the financial summary through the end of September 2024. Sanderson invited the board to attend the finance and marketing committee meetings.

Old business – None

#### CEO/Staff Updates

Mattson attended the Galena Halloween Parade and complemented the Chamber on the great event. He welcomed the new board members. The resident sentiment survey is finished and ready to launch. He spoke of the work being done on the organization's version of the STR report. The marketing co-op program is in the process of being put in place. He thanked the Catalyst Collaborative group for discussions for a new QR Code. Mattson told the board he will attend the upcoming meetings for the new comprehensive plan for Galena.

Fallon Oldenburg – Vice President of Marketing spoke of working on the new visitors guide that will launch in January. She told the board of the photo shoots she has been working on highlighting the destination. She encouraged the board to fill out the resident sentiment survey. Oldenburg then talked about the co-op program planned with Madden Media. A visitor's intelligence program coming in the next coming months will show where visitors are coming in from.

Tom Rynott – Communications Director spoke of the events and sponsorships he is involved with. He plans the staff site visits that helps build a working relationship with our businesses. He talked about the International FAM Groups he helped to host the past summer. He worked to build a QR code that links businesses to the website. He also spoke of working with the Viking River Cruises GCT hosts each summer and plans to continue for the upcoming summer.

Kat Roberts – Communications Engagement Manager spoke of her ongoing duties. Maintaining stakeholder's presence on the Galena Country website and the Enjoy Illinois website. Educating stakeholders on the benefits of maintaining updated listings on the websites. Maintaining and updating the events calendar. Track media coverage and manage book direct listings. She spoke of what was new in the county.

Sanderson complimented Mattson on asking the staff to attend the meeting and give the board updates on their projects. He also complemented Mattson for initializing the Catalyst Collaborative.

Dittmar gave updates on the county. He told the board that the county has put in the budget to hire a Zoning and Code Enforcement Officer. The county has released funds for grants within the county. The applications start December 1<sup>st</sup> and end May 31<sup>st</sup>. He asked the board to share this with others and ask them to apply for the funding. Another program has also been introduced for a first-time homeowner down payment loan program. UTV's are now allowed on certain designated roads with a speed limit of thirty-five miles per hour.

New Business – None

*Adjourn – Winders motions to adjourn, Scharpf seconded, Meeting adjourned at 4:09 p.m.*