

**Directors Meeting  
Minutes****Galena Country Tourism***Tuesday, April 28, 2026*Wyndham Garden Hotel & Day Spa  
11383 US Highway 20, Galena IL**Call to Order:** 4:02 pm**Roll Call:** Stewart Stoffregen, Christina Eisbach, Betsy Davis, Mike Dittmar, Terry Mattson, Colin Sanderson, Zeke Winders, Katie Weinen, Jennifer Pickett. **Absent:** Lyndsi Scharpf, Randy Bangs, Kelly Raab**Staff Present:** Lori Kinnaman, Fallon Oldenburg, Emily Heitman**Citizen Comments** – None**Consent Agenda** – *Motion Moved – Pickett motions to approve, Eisbach seconded, no discussion, Ayes 7, Nays 0, Motion Passed.***Financial** – Combined lodging tax revenues for July 2025 to February 2026 were up 4.3% compared to the previous year, with city revenues increasing by 3.8% and county revenues by 4.7%. The city's hotel occupancy rates for January and February 2026 rose by 6.42%, with bed and breakfast occupancy up nearly 18%, vacation rentals up 4.21%, and hotels/motels up 4.38%. These increases were attributed in part to effective marketing efforts, though some board members noted that February 2025 had been a particularly weak month, amplifying the year-over-year gains.**Old business / Directors Concerns** –

Dittmar spoke on the potential impact of raising property tax values for Airbnbs and guest accommodations, a discussion currently at the county board.

**CEO/Staff Updates** – Staff updates included a report on the organization's response to a recent disaster in Lena, with a \$1,000 donation matched by the Jo Daviess County Foundation and plans to help affected businesses. Other updates covered ongoing projects such as the creation of a new conference table from historic railroad depot benches, shuttle bus wraps promoting the new Galena Country app, and upcoming visits from travel writers. Legislative developments regarding the use of lodging tax funds were monitored, with no significant changes expected.

Staff also discussed upcoming events, including the expanded annual Tourism Awards Dinner on June 4, the launch of a new impact report, and the "Spin the Driftless" cycling event on June 13, part of a statewide effort to complete the Grand Illinois Trail. Staff reported on ongoing collaborations with the Illinois Office of Tourism, the addition of 115 new business listings (mostly vacation rentals) to the website, and continued efforts to support local businesses through marketing consultations and partnerships.



**New Business – None**

***Adjourn – Pickett motions to adjourn, Stoffregan Seconded - Meeting adjourned at 4:52 pm.***

