Directors Meeting
Minutes
Galena Country Tourism
Tuesday, June 23, 2026
First Community Bank of Galena
101 Exchange Street, Galena, IL 61036

Call to Order: 3:30 pm

Roll Call: Stewart Stoffregen, Christina Eisbach, Mike Dittmar, Terry Mattson, Colin Sanderson, Zeke Winders, Kelly Raab, Lyndsi Scharpf, Jennifer Pickett. **Absent**: Randy Bangs, Betsy Davis, Katie Wienen

Staff Present: Lori Kinnaman, Fallon Oldenburg, Emily Heitman, Sami Rury

Citizens Present: Jeanann Flynn

Citizen Comments – None

Consent Agenda – ***Motion Moved*** – *Pickett motions to approve, Scharpf seconded, no discussion, Ayes 7, Nays 0, Motion Passed.*

Financial – Mattson provided a detailed review of the current financials, covering July 2025 through May 2026. Lodging tax collections were up 5.85% year-over-year, exceeding both the previous year and the conservative budget forecast.

Mattson reviewed the draft FY 2027 budget with the board, noting that the budget had been vetted by the finance committee. He stated that the lodging tax revenue was conservatively increased 2.5%. The total projected income for FY 2027 is $3,193,770. The marketing budget was increased to nearly $2 million, with new investments in design, digital media, and sponsorships. Payroll expenses were kept efficient, representing 25% of the total budget, well below industry averages.

Motion Moved – Raab motions to approve the Galena Country Tourism Fiscal Year 2027 Financial Budget, Scharpf seconded, no discussion, Ayes 7 Nays 0, Motion Passed

The board signed the formal budget resolution authorizing Terry Mattson to distribute the FY2027 financial budget and documentation.

Marketing Plan - Oldenburg presented a comprehensive overview of the proposed marketing plan for FY 2027. Key initiatives include expanding digital marketing efforts (SEO, SEM, PR), leveraging new PR agency partnerships for targeted earned media, and expanding geographic reach to new markets such as St. Louis, Milwaukee, and the Twin Cities.

Motion Moved – Eisbach motions to approve the Galena Country Tourism Fiscal Year 2027 Marketing Plan, Stoffregen seconded, no discussion, Ayes 7 Nays 0, Motion Passed

The board signed the formal budget resolution authorizing Terry Mattson to distribute the FY2027 Marketing Plan budget and documentation.

Old business / **Directors Concerns –** Sanderson raised the need for volunteers for the Halloween parade.

CEO/Staff Updates – Mattson shared the impact report that was released at the annual dinner**.** He recognized the board and team members for their efforts and spoke of the importance of community engagement and local partnerships. A brief update of the upcoming board meeting schedule was discussed.

New Business – None

Adjourn – *Winders motions to adjourn - Meeting adjourned at 4:38 pm.*