

**Directors Meeting**  
**Minutes**  
**Galena Country Tourism**  
*Tuesday, April 22, 2025*  
Eagle Ridge Resort & Spa  
444 Eagle Ridge Drive, Galena IL 61036

**Call to Order:** 4:04 pm

**Roll Call:** Mike Dittmar, Stewart Stoffregen, Christine Eisbach, Zeke Winders, Colin Sanderson, Betsy Davis, Jennier Pickett, Terry Mattson. **Absent:** Jack Deiter, Lyndsi Scharpf, Kelly Raab, Katie Weinen

**Staff Present:** Lori Kinnaman, Fallon Oldenburg, Tom Rynott, Kat Roberts

**Citizen Comments** – None

**Blackjack Projects** – Brad Petersburg gave a brief presentation of a project he has been developing for a trail route to Horseshoe Mound. Beth Baranski spoke of a grant from the National Resource Conservation Service through the USDA that's called Water Protection and Flood Prevention Operations Program. Petersburg spoke of three plans for a new road placement for access from highway 20 to Blackjack Road. James Baranski spoke of a proposed workforce housing development as part of the project. Baranski also spoke of a combined resident and tourist parking lot as part of the development. Petersburg spoke of a possible partnership between the city and Galena Country Tourism to build the parking lot. Mattson stated that GCT is foremost a tourism destination promotion organization and doesn't have funds available to develop. State Statutes does not allow dedicating funds to development.

**Consent Agenda** – *Motion Moved – Stoffregen motions to approve, Eisbach seconded, no discussion, Ayes 6, Nays 0, Motion Passed.*

**Financial** – Mattson reviewed the financial statements thru the month of March 2025. He then reviewed the tax comparisons report through the end of February 2025. He stated that the revenues are up 5.42% for Galena and the county by 2.29%. Dittmar asked for the forecast for fiscal 2025 for occupancy. Sanderson stated that the pace for May through the rest of the year is strong. Weddings are a big indicator of spending, and they are strong.

**Old business** – None



**CEO/Staff Updates** – Mattson gave the board the date for the annual dinner, May 22. He spoke of awards planned for the event. The Marketing Committee spoke of the guide RFP and an agency RFP to be sent soon and an internal hire. He gave an update on the bicentennial logo. The Elizabeth sign is in the process of being built. The state certification for 2025 has been accepted. He also spoke of a freedom of information request that has been fulfilled.

Oldenburg gave a brief overview of FY'26 planning. She spoke of several additions to the website. She shared that the co-op is going well and the QR code is now available on the front page of the Galena Gazette.

Rynott gave a recap from the previous meeting on earned media numbers and views. He told the board that there have been 4,210 scans on the QR code since launch. GCT is returning to the John Deere Classic. Three new 'Forever Original Experiences' have just launched. Viking Cruises are returning for 2025 with over 1,000 visitors. A movie "Death of the Brewer" will be filming downtown June 26. FAM tours will be returning bringing 75 international ambassadors to Galena.

Kinnaman stated that the upcoming weekend will bring the boy scouts into town. She told the board that the visitor center expects a high turnout. With over 300 visiting last year on just one day.

**New Business** – None

**Adjourn** – *Winders motions to adjourn, Stoffregen seconded, Meeting adjourned at 5:07 pm.*