



## Galena Country Tourism Board of Directors Meeting Minutes

**Date:** June 17, 2025

**Time:** 4:01 PM

**Location:** Eagle Ridge Resort and Spa

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### Call to Order

The meeting was called to order by the Chair at 4:01 PM.

### Roll Call

**Present:** Jack Deiter, Stuart Stoffregan, Lindsey Scharp, Christina Eisbach, Zeke Winders, Jen Pickett, Terry Mattson, Colin Sanderson, Kelly Raab, Betsy Davis, Katie Weinen, Mike Dittmar **Absent:** None

### Citizen Comments

No citizen comments were submitted.

### Approval of Consent Agenda

**Motion:** To approve the consent agenda, including: - Board Meeting Minutes of April 22, 2025- Finance Committee Meeting Minutes of April 22, 2025, and May 20, 2025 - Marketing Committee Meeting Minutes of April 22, 2025, and May 20, 2025.

**Motioned by:** Christina Eisbach

**Seconded by:** Jennifer Pickett

**Result:** Motion carried unanimously.

### Financial Reports

Mattson reviewed the financial statements with the board.

### Draft FY26 Budget

Highlights: - Lodging tax revenue projected at \$2,086,018 - Personnel costs remain under 30% of the budget - Agency fees reduced (from \$33k to \$10k monthly) - Balanced budget with net income of \$301,000 (includes use of \$375k cash on hand)

**Motion:** To approve the FY26 Galena Country Tourism budget.

**Motioned by:** Stewart Stoffregan

**Seconded by:** Kelly Raab

**Result:** Motion carried unanimously.

**Resolution:** Board approved the FY26 Budget and authorized CEO Terry Mattson to distribute it according to the contract agreements.



## FY26 Marketing Plan Presentation

Key Points: - Target markets: Chicago (primary), St. Louis, Des Moines, Kansas City, Iowa markets (secondary/tertiary) - Campaign goals: expand reach, increase midweek visitation, enhance local promotion, and diversify platforms - Co-op lodging campaign launched earlier to maximize winter bookings - Digital & print advertising plans detailed (e.g., TripAdvisor, Meta, YouTube, AAA, Midwest Living) - Gamified itineraries and “visit widget” tools to be launched on website - Continued collaboration with new vendors and creative firms

**Motion:** To approve the FY26 Marketing Plan

**Motioned by:** Christina Eisbach

**Seconded by:** Lyndsi Scharpf

**Result:** Motion carried unanimously.

**Resolution:** Board approved the FY26 Marketing Plan; members signed accordingly.

## Old Business

None noted.

## CEO & Staff Updates

- Annual awards dinner at Goldmoor honored hospitality workers and introduced the first Impact Report
- Galena Country reported \$333M in direct visitor spending in 2024
- Noted growth in tourism over 2019 pre-pandemic levels
- Calendar year 2024 marked as record-breaking for lodging tax revenue
- Upcoming projects include: economic impact video, immersive guide project, new visitor planning tools
- Acknowledgments to staff for budgeting, grant wins, and successful media initiatives

## County Updates

- UTV route progress noted with township updates
- Zoning revisions under consideration (40-acre minimum potentially reduced)
- Cannabis revenue debate ongoing regarding economic grants
- County budgeting \$100k annually for economic development under discussion
- Courthouse project \$18.6M, over original budget
- Guest accommodation restrictions may be reduced

## New Business

None officially presented.

## Adjournment

**Motion:** To adjourn the meeting

**Motioned by:** Kelly Raab

**Seconded by:** Betsy Davis





**Time:** 4:53 PM

**Result:** Motion carried unanimously.

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**Action Items:** 1. CEO to distribute approved FY26 Budget to city and county. 2. Launch lodging Co-op campaign communications in early July. 3. Finalize website updates: “visit widget” and “know before you go” page. 4. Staff to complete immersive visit with Haley Sault design team. 5. Continue UTV signage and county promotion work. 6. Coordinate historic walking tour mini-mag and photography.

**Motions Passed:** - Approval of Consent Agenda - Approval of FY26 Budget - Approval of FY26 Marketing Plan - Adjournment

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**Submitted by:** Lori Kinnaman

**Date:** June 18, 2025