

**Board of Directors Meeting
Minutes
Galena Country Tourism
Tuesday, July 30, 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, Betsy Rose Achett, Jennifer Pickett, Jack Deiter, Terry Mattson. Absent: Lyndsi Scharpf, Mike Dittmar

Staff Present: Lori Kinnaman

Citizen Comments – None

Appointment of new board members

Winders made a recommendation to appoint Jennifer Pickett of Gabby's Gifts to a first year, three-year term expiring June 30, 2027, as the retail representative. To reappoint Besty Rose Achett from Wyndam Garden Hotel and Day Spa to her second three-year term as the representative of large lodging. And to confirm the Jo Daviess County appointment of Mike Dittmar to his first annual term through June 30, 2025.

Motion to approve – Stoffregen motions to approve, Eisbach seconded, no discussion, Ayes 7, Nays 0, Motion Passed.

Winders stated that the nominations committee is reviewing and interviewing candidates for the at-large board seat that was vacated by Merri Sevey in June. A recommendation is anticipated at the next board meeting for that seat and the City of Galena Mayor, Terry Renner, is prepared to appoint a city council member and is in the process of determining which members would be interested.

Appointment of Officers

Winders made a recommendation to appoint Colin Sanderson to his second one-year term as the board chair.

Motion to approve – Deiter motions to approve, Stoffregen seconded, no discussion, Ayes 7, Nays 0, Motion Passed.

Chair Sanderson made a recommendation to appoint Betsy Rose Achett as Vice Chair, Zeke Winders as Treasurer, and Jack Deiter as Secretary.

Motion to approve – Eisbach motions to approve, Sanderson seconded, no discussion, Ayes 7, Nays 0, Motion Passed.

Chair Sanderson reviewed committee appointments. Sanderson asked for volunteers to chair the Marketing Committee. Eisbach volunteered to fill the vacancy as Chair of the Marketing Committee. Pickett also volunteered to join the committee. No changes to the Strategic Committee. Sanderson was appointed to chair the Personnel Committee and encouraged all to attend any committee meeting. Achett and Deiter volunteered to join the Nominations Committee and Winders will remain chair. The Executive Committee will retain the same members, Sanderson, Achett, Winders and Deiter.

Consent Agenda –

1. Board Meeting Minutes – June 25, 2024

Motion Moved – Winders motions to approve, Achett seconded, no discussion, Ayes 7, Nays 0, Motion Passed.

Financial

Mattson reviewed the hotel tax comparison report with the board. The returns are through the month of May 2024. Mattson briefly reviewed the financial summary through the end of June. Sanderson stated that he likes the forecasting column that was added to the summary.

Old business – None

CEO/Staff Updates

Mattson gave a brief update from the Marketing Committee Meeting. He shared with the board a plan to do local sentiment research. Also adding an enhancement to the website through augmented reality for all of Jo Daviess County. He also spoke of the possibility of adding kiosks pending the research of cost and feasibility. Mattson announced that the Director of Strategic Marketing, Kirsten Bell, is leaving and he wished her all the best.

New Business –

Pickett asked if the marketing department has additional people and does staff have additional meetings outside of the board meetings. Mattson stated that staff meets weekly and there is one more person in the department. Mattson stated he is working to fill the position as soon as possible. Mattson announced that he has made two presentations this month, one to the city and one to the county. Mattson told the board of a plan to work closely with Northwest Economic Development on a proposal with Jo Daviess County to market to people to move to the county.

Adjourn – Achett motions to adjourn, Deiter seconded, Meeting adjourned at 4:37.