

**Board of Directors Meeting  
Minutes  
Galena Country Tourism  
Tuesday, June 25, 2024  
Eagle Ridge Resort & Spa  
444 Eagle Ridge Drive, Galena IL 61036**

Call to Order: 3:01 pm

Roll Call: Colin Sanderson, Merri Sevey, Stewart Stoffregen, Lyndsi Scharpf, Zeke Winders, Christina Eisbach (Entered 3:49), Terry Mattson. Absent: Betsy Rose Achett, Jack Deiter

Staff Present: Lori Kinnaman, Kirsten Bell

Citizen Comments – None

Presentation: Pickleball Complex Donation Request

- The board was given a brief overview of a project at the Galena Recreation Park for new pickleball courts. A request for a donation to assist in the construction of the project was requested in the amount of \$10,000 - \$15,000.

Consent Agenda –

1. Board Meeting Minutes – January 30, 2024
2. Finance Committee Meeting – January 29, 2024
3. Special Called Finance Committee Meeting – February 9, 2024
4. Finance Committee Meeting – April 15, 2024
5. Marketing Committee Meeting – April 15, 2024
6. Board Meeting Minutes – April 30, 2024
7. Finance Committee Meeting – June 17, 2024
8. Marketing Committee Meeting – June 17, 2024

*Motion Moved – Sevey motions to approve, Stoffregen seconded, no discussion, Ayes 5, Nays 0, Motion Passed.*  
Financial

- Mattson reviewed the financial statements with the board. He reviewed the proposed budget for fiscal year 2025 by each line item. He spoke of replacing the reserve line item with a cash balance which is more appropriate in the budget. The marketing budget was maintained from the 2024 amounts. He spoke of an increase in transparency from previous years along with new levels of information. The budget includes the commitments to the community installations, which are still outstanding. Mattson thanked Sevey for her assistance with the budget process. Sanderson stated that the Finance Committee reviewed the budget proposal and recommends accepting the budget as it stands.

*Motion Moved – Sevey motions, Sanderson seconded. Kinnaman read the Budget Resolution to the board and passed the document to board members for signatures. Approval of the 2025 Greater Galena Marketing, Inc. budget passed with ayes; Scharpf, Sevey, Sanderson, Winders, Stoffregen Nays; 0 Absent; Achett, Eisbach and Deiter*

Marketing Plan



- Mattson introduced the FY'25 marketing plan and Bell reviewed the plan with the board. Bell talked about the campaign objectives. Driving growth to new markets and placing more emphasis on midweek travel during the value season. She spoke of introducing new co-op packages for hotels and b&b's. Mattson spoke of the plan for the co-op was to offer a 70/30 to stakeholders. Sanderson stated that the marketing committee supports the plan.

*Motion Moved – Eisbach motions, Stoffregen seconded. Kinnaman read the Marketing Budget Resolution to the board and passed the document to board members for signatures. Approval of the 2025 Greater Galena Marketing, Inc. Marketing Budget passed with ayes; Scharpf, Sevey, Sanderson, Winders, Stoffregen, Eisbach Nays; 0 Absent; Achett and Deiter*

Old business - None

CEO/Staff Updates

Mattson spoke of the awards from the National Travel and Tourism Week Dinner and announced two winners, Poopsies for outstanding service and hospitality and Colin Sanderson for lifetime achievement. Mattson thanked Sevey and presented a gift of gratitude for her service on the board.

New Business – Sanderson asked the board members to share contact information with him. Mattson reminded the board of upcoming meetings and new board members to be appointed at those meetings.

*Adjourn – Sevey motions to adjourn, Winders seconded, Meeting adjourned at 4:10.*