

**Marketing Committee Meeting
Minutes
Galena Country Tourism
Monday, June 17, 2024
Depot Meeting Room – Upstairs
101 Bouthillier St., Galena IL 61036**

Call to Order: 2:06 p.m.

Roll Call: Colin Sanderson, Christina Eisbach, Lyndsi Scharpf, Terry Mattson

Others Present: Mark Tierno, Kirsten Bell, Stewart Stoeffregan, Lori Kinnaman

Citizen Comments – None

Virtual Presentation with Lead Marketing Agency – Envisionit (ENV)

Bell reviewed GCT target markets and budgets. ENV spoke of the campaign objectives and increasing the visibility of Galena. The emphasis is to increase the value season and midweek travel. Increase travel from untapped secondary markets. ENV reviewed the opportunities of co-op packages with hotels and b&b's. They would like to continue promoting events with ad spends. ENV will also focus on locals and creative story telling.

FY'25 Marketing Strategies.

Bell reviewed the marketing draft budget request by line item. Mattson stated that the plan is a draft and can be tweaked. He shared his ideas for the plan.

Committee input and closing thoughts –

Eisbach asked if there was a reason a focus for the secondary market was not directed to the east. She spoke of the focus to the west and north and has been seeing more travelers from the east.

Tierno commented on the travelers he receives from the Minnesota area.

Mattson stated that he wants to be more inclusive with the local population.

Other Business - None

Adjourn – Meeting adjourned at 3:00 pm.