

**Marketing Committee Meeting
Minutes**
Galena Country Tourism
Thursday, July 25, 2024
Depot Meeting Room – Upstairs
101 Bouthillier St., Galena IL 61036

Call to Order: 3:02 p.m.

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

Others Present: Birgit Radin, Kirsten Bell, Emily Tepper, Lori Kinnaman

Citizen Comments – None

Virtual Presentation with Lead Marketing Agency – Envisionit (ENV)

The team gave a fiscal year-end performance review. A review of SkyNav and what it highlights in a self-guided virtual experience. The resident sentiment research hosted by Longwoods was then presented to the committee.

Committee input and closing thoughts – None

Other Business – None

Adjourn – Meeting adjourned at 3:52 pm.