

**Marketing Committee Meeting  
Minutes  
Galena Country Tourism  
Tuesday, October 21, 2025  
Old Train Depot  
101 Bouthillier St., Galena IL**

**Call to Order:** 3:05 p.m.

**Roll Call:** Christina Eisbach, Colin Sanderson, Stewart Stoffregan, Betsy Davis, Jennifer Pickett, Lyndsi Scharpf, Katie Weinen, Terry Mattson, **Absent:** Birgit Radin, Mark Tierno

**Others Present:** Fallon Oldenburg, Lori Kinnaman, Emily Heitman

**Citizen Comments** – Katie Weinen – Shared information about the city of Broken Arrow’s investment in marketing as a film destination. Weinen stated that with similar efforts it could bring in more midweek stays to Galena.

**FY’26 Marketing Updates**

The Marketing Committee Meeting on October 21 discussed various updates and initiatives. Oldenburg reviewed the first quarter report. The top 10 origin markets for FY 2026 were highlighted, with Chicago leading, and the average length of stay for out-of-state visitors was 3 days. A TikTok video went viral, garnering 11.8 million views and doubling the app's following. Organic search interest remained high, with over 10 million Google impressions and 141,000 clicks. Social media generated over 16 million views, with traffic surpassing 243,000 users and an average of over four pages per session. The "Places to Stay" page earned the highest number of URL clicks, and paid search campaigns achieved exceptional engagement. The new Galena Country app had 365 downloads and 975 active users.

**Committee input and closing thoughts –**

The committee discusses the importance of community engagement and the role of the app in local and visitor activities.

**Other Business** – None

**Adjourn** – Motion Pickett, Second Sanderson - Meeting adjourned at 3:44 p.m.