

Marketing Committee Meeting
Minutes
Galena Country Tourism
Monday, April 15, 2024
Illinois Bank & Trust, 716 S Bench St., Galena IL 61036

Call to Order: 1:13 p.m.

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

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

Citizen Comments – None

Virtual Presentation with Lead Marketing Agency – Envisionit (ENV)

- Introductions were made by the Envisionit (ENV) team and committee attendees. The ENV team spoke of challenges for the destination and how it has evolved. We shared strategies and messaging in our plan. The team detailed the “Charming” campaign and the phasing out of the use of “Cookies” by the end of 2024. We encouraged staff to be diligent in maintaining the CRM listings. An increase in traffic to the website was noted through QR codes. ENV spoke of the economic impact from Epsilon tracking with a return on investment of 13.5 to 1.

Other Marketing Strategies.

- Bell gave an overview of the FY’23 marketing strategies versus the FY’24 strategy. Bell spoke of expanding on the mini-mags and Eisbach asked for an off-season issue for use in the winter months. Bell noted that Midwest Living Magazine Ads were ceased for FY’24 and Mattson suggested bringing back the ads. Achett asked if Simpleview would be able to facilitate some of the Constant Contact work. Bell replied they could look into converting from Constant Contact. Bell suggest a new staff member dedicated to social media freeing up more time for the marketing team. Achett stated that the marketing message needs to be fluid in the destination. Mattson said that the Charming theme can be extended in other areas of the product line and other opportunities will be shared with other local organizations. Eisbach suggested that all the stakeholders should have the smaller publications available in their businesses. Kinnaman stated that the pieces are available in the visitor center, but more pieces can be made available through a larger print order for wider distribution. Scharpf asked if the visit widget is available through the website. She stated that her business has the QR code on each table for a direct link to the events page.

Committee input and closing thoughts - None

Other Business - None

Adjourn – Meeting adjourned at 2:54 pm.