

**Marketing Committee Meeting
Minutes
Galena Country Tourism
Tuesday, April 22, 2025
Eagle Ridge Resort
444 Eagle Ridge Dr., Galena IL 61036**

Call to Order: 3:00 p.m.

Roll Call: Christina Eisbach, Colin Sanderson, Betsy Davis, Stewart Stoffregan, Lyndsi Scharpf, Jennifer Pickett, Mark Tierno (3:06), Terry Mattson, **Absent:** Birgit Radin, Katie Weinen

Others Present: Fallon Oldenburg, Lori Kinnaman, Zeke Winders

Citizen Comments – None

FY'25 Marketing Updates-

Virtual Presentation with Lead Marketing Agency – Envisionit (ENV)

ENV staff gave a brief overview of the 3rd quarter shared plans for the upcoming fiscal year.

Oldenburg shared plans with the committee for FY'26. Her goal is to hire a marketing and media person. Mattson talked about sending RFPs for the visitor guide and agency contracts. Sanderson asked for a list of agencies that will receive an RFP. Davis asked if we have identified our marketing objectives for the upcoming year. Oldenburg said that she will focus on an agency for the SEM and SEO components. Sanderson asked for a timeline. Oldenburg said her goal is to send the RFPs this week with a decision by June 2. Mattson would like the committee involved with the selection of the agency for hire and make a recommendation to the full board. The committee recommends putting out the RFPs for the visitor guide and a marketing agency.

Oldenburg updated the committee on adding a visit widget to the website. SkyNav is being finalized and will be live on the website soon. She spoke of ideas for trails and plans to launch in FY'26. Lodging co-op ads are performing above benchmarks. Resident Sentiment Survey results are being finalized and will be shared soon. The “Know before you go” QR code is now on the front page of the Galena Gazette.

Committee input and closing thoughts – None

Other Business – None

Adjourn – Sanderson motions to adjourn, Stoffregan seconded, Meeting adjourned at 3:57 p.m.