

**Marketing Committee Meeting
Minutes
Galena Country Tourism
Tuesday, Tuesday, January 20, 2026
Old Train Depot
101 Bouthillier St., Galena IL**

Call to Order: 3:00 p.m.

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

Others Present: Fallon Oldenburg, Lori Kinnaman, Emily Heitman (Digitally)

Citizen Comments - None

FY'26 Marketing Updates – The committee highlighted significant achievements and strategies. The destination was ranked in the top 25 on TripAdvisor, with a 40% increase in Facebook reach and a 10x increase in Instagram reach. Overnight visitors accounted for 61.9% of travel, with Chicago as the largest feeder market. The team launched a TripAdvisor campaign to boost off-peak visitation and a new Coffee and Culture Trail. They distributed 50,000 visitor guides in 2025, a 20,000 increase from 2024. The 2026 official visitors guide aligns with the Galena bicentennial and Route 66 anniversaries.

Committee input and closing thoughts – None

Other Business – None

Adjourn – Motion Sanderson, Second Pickett- Meeting adjourned at 3:38 p.m.