

**Marketing Committee Meeting
Minutes**
Galena Country Tourism
Tuesday, June 17, 2025
Eagle Ridge Resort and Spa
444 Eagle Ridge Dr., Galena IL 61036

Call to Order: 3:05 p.m.

Roll Call: Christina Eisbach, Colin Sanderson, Stewart Stoffregan, Betsy Davis, Zeke Winders, Jennifer Pickett, Lyndsi Scharpf, Katie Weinen, Terry Mattson, **Absent:** None

Others Present: Fallon Oldenburg, Lori Kinnaman, Crystal Hewett, Matthew?

Citizen Comments – None

FY'25-26 Marketing Plan Presentation-

The Marketing Committee Meeting on June 17 introduced new employees, Emily Heitman and Sammy Rory. The meeting covered the 2026 marketing plan, targeting Chicago, Milwaukee, St. Louis, Twin Cities, Iowa, and Kansas City. Campaign objectives include expanding reach, leveraging interest-based personas, and launching the lodging Co-Op earlier. Digital tactics will focus on SEO, SEM, and streaming platforms. Print advertising will feature in Enjoy Illinois, Midwest Living, and local magazines. The website will include Sky Nav for immersive experiences and a visit widget for visitor planning. The committee discussed the importance of data-driven targeting and the need for efficient marketing practices. New agencies, Hailey Sault will produce the 2026 visitor guide and Madden Media will give support for SEO growth and optimization.

Committee input and closing thoughts –

Weinen suggested replacing the Book Direct link on the website with one that can link to all lodging bookings.

Other Business – None

Adjourn – Motion Eisbach, Second Stoffregan - Meeting adjourned at 3:52 p.m.