

**Marketing Committee Meeting  
Minutes  
Galena Country Tourism  
Tuesday, May 20, 2025  
Old Train Depot  
101 Bouthillier St., Galena IL 61036**

**Call to Order:** 3:00 p.m.

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

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

**Citizen Comments – None**

**FY'25 Marketing Updates-**

Oldenburg gave updates on ongoing marketing initiatives. Mattson stated that the impact report will be reviewed at the annual awards dinner. Oldenburg told the committee that she is working with someone on an economic impact video. Oldenburg told the committee that she is in the planning stage for a website refresh. Sanderson asked Oldenburg to investigate another booking agent for the website.

Mattson reviewed the RFP process. This is the first time for the organization to go through this process. Oldenburg reviewed the responses from the requests. She told the committee that she had four final responses for the visitor guide.

Oldenburg then presented the proposals for the marketing agency. The committee reviewed the scoring for each agency. Radin asked for the pricing per agency. Oldenburg gave the pricing bids to the committee.

Radin and Sanderson recommended going with two separate agencies for the visitor guide and the marketing agency work.

**Committee input and closing thoughts –**

After a review of the proposals the committee agreed to offer the award to Hailey Sault for the visitor guide and Madden Media for the digital marketing agency.

Sanderson asked that the recommendations be brought to the full board. Mattson asked Kinnaman to send an email to each board member individually for feedback on the recommendations.

**Other Business –**

Oldenburg told the committee that GCT is only one of two destinations that have TripAdvisor Travelers Choice top awards for lodging properties.

**Adjourn –** Meeting adjourned at 3:59 p.m.