

**Marketing Committee Meeting
Minutes
Galena Country Tourism
Tuesday, October 15, 2024
Depot Meeting Room – Upstairs
101 Bouthillier St., Galena IL 61036**

Call to Order: 2:59 p.m.

Roll Call: Christina Eisbach, Colin Sanderson, Betsy Rose Achett, Stewart Stoffregan, Lyndsi Scharpf, Jennifer Pickett, Terry Mattson,
Absent: Birgit Radin, Mark Tierno

Others Present: Fallon Oldenburg, Lori Kinnaman

Citizen Comments – None

FY'25 Marketing Updates-

Virtual Presentation with Lead Marketing Agency – Envisionit (ENV)

Eisbach asked the agency about rolling out the Charming Campaign locally with signage and window clings. Mattson responded, we are holding off on the local campaign because we are ready to launch the resident sentiment survey campaign with Longwoods and we would like to base those campaigns off the sentiments of the locals.

Committee input and closing thoughts –

Mattson welcomed Oldenburg. Oldenburg announced that she is working on the visitor guide. She has also been working with another printer for the guide and they will be closer to home which will make it easier to work with a more local printer. The guide will be delivered mid-January 2025, and we will be increasing the number of prints to accommodate for local distribution. She just completed a photo shoot for the visitor guide cover and additional photography focusing on locations that are in need of images. Mattson spoke of the resident survey. Sanderson asked how they will know when to take the survey. Oldenburg stated that they will advertise in the local paper and a link will be sent through the local school district. Oldenburg then spoke of the local Co-op program she is working with Madden Media on.

Other Business –

Eisbach stated that she was approached by a county board member that the minutes have not been updated on the website. Kinnaman stated she will make sure those are added soon. Eisbach also shared that the board member would like to see more of Mattson. Mattson said he will reach out to the board member.

Adjourn – Sanderson motions to adjourn, Stoffregan seconded, Meeting adjourned at 4:09 p.m.