



City of Galena, Illinois

AGENDA

REGULAR CITY COUNCIL MEETING

MONDAY, FEBRUARY 13, 2012

6:30 P.M. – CITY HALL 312 ½ NORTH MAIN STREET

ITEM	DESCRIPTION
12C-0033.	Call to Order by Presiding Officer
12C-0034.	Roll Call
12C-0035.	Establishment of Quorum
12C-0036.	Pledge of Allegiance
12C-0037.	Reports of Standing Committees
12C-0038.	Citizens Comments <ul style="list-style-type: none">• Not to exceed 15 minutes as an agenda item• Not more than 3 minutes per speaker• No testimony on zoning items where a public hearing has been conducted

CONSENT AGENDA CA-3

ITEM	DESCRIPTION	PAGE
12C-0039.	Approval of the Minutes of the January 23, 2012 City Council Meeting	1-5
12C-0040.	Acceptance of January 2012 Financial Report	--
12C-0041.	Approval of Request by the Galena Lions Club to Conduct "Oktoberfest" on the Eastside River Front (Depot Park) from 11:00A.M. to 11:00 P.M. on September 22, 2012	6
12C-0042.	Approval of the Appointment of Ed Bochniak To the Zoning Board of Appeals for the Period March 14, 2012 to July 31, 2012 (Unexpired Term of Tom Moser) and the Period August 1, 2012 to July 31, 2017	--

UNFINISHED BUSINESS

ITEM	DESCRIPTION	PAGE
12C-0023.	Second Reading and Possible Adoption of an Ordinance Amending Title VII, Chapter 75.11, Public Intoxication, of the Galena Code of Ordinances	Jan. 23
12C-0024.	Discussion and Possible Action on the Installation of Warning Lights at US 20 and Norris Lane and US 20 and Golf View Drive	--
12C-0026.	Discussion and Possible Action on the Capital Improvement Plan for Fiscal Years 2013-2017	7-14

NEW BUSINESS

ITEM	DESCRIPTION	PAGE
12C-0043.	First Reading of an Ordinance Amending Chapter 111 "Alcoholic Beverages" of the Code of Ordinances to Establish a License for Wine Packages at Hotels	15-17
12C-0044.	Discussion and Possible Action on a Request by xXx Racing to Conduct the Second Annual Tour of Galena, June 8-10, 2012	18-30
12C-0045.	Discussion and Possible Action on Proposed Management Plan for Gateway Park	31-32
12C-0046.	Discussion and Possible Action on Meeker Street Pedestrian Bridge Committee Report	33
12C-0047.	Discussion and Possible Action on the Purchase of TASERS for the Police Department	34-35
12C-0048.	Discussion and Possible Action on Hanging Flower Baskets for Downtown	36-37
12C-0049.	Discussion and Possible Action on Downtown Flood Pump Project	38
12C-0050.	Discussion and Possible Action on Selecting an Underwriter for the Refunding of Series 2003 Bonds	39-50
12C-0051.	Discussion and Possible Action on Selecting Bond Counsel for the Refunding of Series 2003 Bonds	51-61

ITEM	DESCRIPTION	PAGE
12C-0052.	Warrants	62-70
12C-0053.	Alderspersons' Comments	
12C-0054.	City Administrator's Report	
12C-0055.	Mayor's Report	
12C-0056.	Motion for Executive Session Including: <ul style="list-style-type: none"> • Section 2 (c) (2) – Collective negotiating matters and deliberations concerning salary schedules. • Section 2 (c) (5) – Purchase or lease of real estate. • Section 2 (c) (11) – Pending, probable or imminent litigation. • Section 2 (c) (21) Review of Executive Session Minutes 	
12C-0057.	Adjournment	

CALENDAR INFORMATION

BOARD/COMMITTEE	DATE	TIME	PLACE
City Council	Mon. February 27	6:30 P.M.	City Hall
Historic Preservation Comm.	Thurs. March 1	6:30 P.M.	City Hall
Zoning Board of Appeals	Wed. March 14	6:30 P.M.	City Hall

Posted: Thursday, February 9 at 4:30 p.m. Posted By: 

MINUTES OF THE REGULAR CITY COUNCIL MEETING OF 23 JANUARY 2012

12C-0015 – CALL TO ORDER

Mayor Terry Renner called the regular meeting to order at 6:30 p.m. in the Board Chambers at 312½ North Main Street on 23 January 2012.

12C-0016 – ROLL CALL

Upon roll call the following members were present: Cording, Fach, Greene, Lincoln, Murphy, Painter and Renner

12C-0017 – ESTABLISHMENT OF QUORUM

Mayor Terry Renner announced a quorum of Board members present to conduct city business.

12C-0018 – PLEDGE OF ALLEGIANCE

The Pledge was recited.

12C-0019 - REPORTS OF STANDING COMMITTEES

Bridge Committee – The Bridge Committee met last week and will have another meeting on Wednesday, January 25, 2012 at 3:30.

12C-0020 – PUBLIC COMMENTS

Shannon Strobusch, General Manager, Best Western Designer Inn and Suites – Strobusch advised Best Western Designer Inn and Suites would like to apply for a restricted liquor license. They have done extensive remodeling and are building Fantasy Suites. With the suites, guests often want packages to go along with the suite. The packages include items such as local wine, chocolates, bath salts, sparkling juice, balloons, cookies, etc., most of which is purchased locally. Strobusch urged the council to consider offering some form of restricted license allowing them to offer wine packages with their room rentals.

CONSENT AGENDA CA-2

12C-0021 – APPROVAL OF THE MINUTES OF THE JANUARY 9, 2012 CITY COUNCIL MEETING

Motion: Lincoln moved, seconded by Murphy, to approve Consent Agenda CA-02.

Discussion: None.

Roll Call: AYES: Fach, Greene, Lincoln, Murphy, Painter, Cording, Renner
NAYS: None

The motion carried.

NEW BUSINESS

12C-0022 – DISCUSSION AND POSSIBLE ACTION ON A REQUEST BY THE BEST WESTERN QUIET HOUSE FOR THE CREATION OF A NEW LIQUOR LICENSE FOR RESTRICTED WINE SALES ASSOCIATED WITH ROOM RENTAL

Motion: Greene moved, seconded by Lincoln, to open discussion on the request by the Best Western Quiet House for the creation of a new liquor license for restricted wine sales associated with room rentals.

Discussion: None

Roll Call: AYES: Greene, Lincoln, Murphy, Painter, Cording, Fach, Renner
NAYS: None

The motion carried.

Discussion: Moran advised there is currently no class of license that this request would fit into. The current Class D license is for restaurants and hotels which is a full price license that allows for any kind of alcohol sales.

Council discussed and agreed to give staff time to review the license prior to the next meeting to determine if this request could be included with an existing license or if a new license should be created.

Motion: Greene moved, seconded by Painter, close discussion on this item and directed staff to review the license prior to the next meeting to determine if this request could be included with an existing license or if a new license should be created.

Discussion: None.

Roll Call: AYES: Lincoln, Murphy, Painter, Cording, Fach, Greene, Renner
NAYS: None

The motion carried.

12C-0023 – FIRST READING OF AN ORDINANCE AMENDING TITLE VII, CHAPTER 75.11, PUBLIC INTOXICATION, OF THE GALENA CODE OF ORDINANCES

Motion: Cording moved, seconded by Fach, to approve the first reading of an ordinance amending Title VII, Chapter 75.11, Public Intoxication, of the Galena Code of Ordinances, item 12C-0023.

Discussion: None.

Roll Call: AYES: Lincoln, Murphy, Painter, Cording, Fach, Greene, Renner
NAYS: None

The motion carried.

12C-0024 – DISCUSSION AND POSSIBLE ACTION ON THE INSTALLATION OF WARNING LIGHTS AT US 20 AND NORRIS LANE AND US 20 AND GOLF VIEW DRIVE

Motion: Greene moved, seconded by Murphy, to open discussion on the installation of warning lights at US 20 and Norris Lane and US 20 and Golf View Drive.

Discussion: None.

Roll Call: AYES: Lincoln, Murphy, Painter, Cording, Fach, Greene, Renner
NAYS: None

The motion carried.

Discussion: Greene agreed with the installation of the lights but feels the City should be working in partnership to get it done without the city picking up the whole thing.

The lights will be solar powered. The cost per light would be \$2,070.

Council was in favor of installing the lights and directed staff to work with other entities on the possibility of them sharing the cost with the City.

Motion: Murphy moved, seconded by Cording, to close discussion on the installation of warning lights at US 20 and Norris Lane and US 20 and Golf View Drive.

Discussion: None.

Roll Call: AYES: Cording, Fach, Greene, Lincoln, Murphy, Painter, Renner
NAYS: None

The motion carried.

Motion: Fach moved, seconded by Cording, to explore the possibility of Midwest Medical Center, Golf View Estates, the Galena Golf Course, Rawlins Township and Jo Daviess County putting forward some resources to help fund the installation of two warning lights.

Discussion: The City has permission for the installation of up to four lights. Council was in favor of seeking funding but didn't want to delay the installation. Council discussed adding a third light if funding is received from other entities.

Roll Call: AYES: Fach, Greene, Lincoln, Murphy, Painter, Cording, Renner
NAYS: None

The motion carried.

12C-0025 – DISCUSSION AND POSSIBLE ACTION ON A CONTRACT WITH IIW ENGINEERS AND SURVEYORS FOR DESIGN SERVICES FOR PHASE 3 OF THE GALENA RIVER TRAIL

Motion: Painter moved, seconded by Fach, to approve the action on a contract with IIW Engineers and Surveyors for design services for Phase 3 of the Galena River Trail at a cost of \$17,600, part of which is already available for that purpose and the rest under a budget amendment.

Discussion: Moran advised this section requires structural engineering and cannot be done in house. One other proposal was received which was more than twice the price.

The money will come from the General Fund which currently has a surplus of approximately \$21,000. There are sufficient funds to keep all funds in balance and make this expenditure.

Roll Call: AYES: Lincoln, Painter, Cording, Fach, Greene, Renner
NAYS: Murphy

The motion carried.

12C-0026 – DISCUSSION AND POSSIBLE ACTION ON THE CAPITAL IMPROVEMENT PLAN FOR FISCAL YEARS 2013-2017

Motion: Fach moved, seconded by Painter, to approve the First Draft of the Capital Improvement Plan for Fiscal Years 2013-2017, item 12C-0026.

Discussion: Moran advised the Capital Improvement Plan is a guide used as we get into the budgeting process. He will be making a few revisions to the plan. Staff has been working on the flood pump project trying to improve the option more. The Spring Street Project will also be revised.

Lincoln questioned the Prospect Street Alley being in the five year Street Improvement Plan. He thought the last time it was discussed we were going to prioritize all of the alley's in town. He stated it was his understanding that most of the property on that alley is owned by the property owners. Moran recommended if alley's were a concern they should be discussed prior to approval of the final draft.

Moran noted there are projects listed that have been listed before and are still not done. This document is important for us to keep track of projects to make sure Council and the public are aware of these projects with the hopes that at some point there will be funding.

Roll Call: AYES: Murphy, Painter, Cording, Fach, Greene, Lincoln, Renner
 NAYS: None

The motion carried.

12C-00027 – WARRANTS

Motion: Murphy moved, seconded by Fach, to approve the Warrants as presented.

Discussion: None.

Roll Call: AYES: Painter, Cording, Fach, Greene, Lincoln, Murphy, Renner
 NAYS: None

The motion carried.

12C-0028 – ALDERPERSONS' COMMENTS

Turner Hall Windows – Fach stated he was disappointed to see that the Turner Hall storm windows were scratched from the Capital Improvement Plan.

Capital Improvement Plan – Painter complimented all who worked on the Capital Improvement Plan.

Trail – Lincoln advised locals use the trail as well as tourists. Murphy stated he knows that but for every one that is using it he could find four or five that aren't.

Aldersperson Responsibility – Murphy feels it is the alderpersons responsibility to spend taxpayer money from the citizens that is best served for all of Galena and not just a few. He added we also need to learn that, just because we don't spend something, it doesn't hurt to bank it.

12C-0029 – CITY ADMINISTRATOR'S REPORT

Turner Hall Storm Windows – Moran advised the Turner Hall storm windows are in the plan this budget year for next budget. An energy audit of the building will take place in the next couple of weeks.

Budget schedule – The budget schedule was distributed.

Solar Project – The bids on the solar project will be put out this week. There has been a lot of interest shown in the project with 13 bidders on the list.

12C-0030 – MAYOR’S REPORT

Mayor Renner thanked the Department Heads for their work on the Capital Improvement Plan and complimented the Public Works Department on a job well done with getting the snow removed.

11C-0031 – MOTION FOR EXECUTIVE SESSION

Motion: Murphy moved, seconded by Fach, to recess to Executive Session to discuss the following:

- Purchase or lease of real estate, 2 (c) (5)
- Review of Executive Session Minutes, Section 2 (c) (21)

Roll Call: AYES: Painter, Cording, Fach, Greene, Lincoln, Murphy, Renner
NAYS: None

The motion carried.

The motion for Execution was withdrawn. The incorrect reasons for entering into Executive Session were cited. No Execution Session was held.

12C-0032 - ADJOURNMENT

Motion: Murphy moved, seconded by Lincoln, to adjourn.

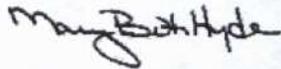
Discussion: None.

Roll Call: AYES: Greene, Lincoln, Murphy, Painter, Cording, Fach, Renner
NAYS: None

The motion carried.

The meeting adjourned at 7:26 p.m.

Respectfully submitted,



Mary Beth Hyde, CMC
City Clerk

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January 23, 2012

Dear Mark Moran and Galena City Council,

The Galena Lions Club is asking permission to rent the Eastside River Front (Depot Park) for our annual fundraiser "Oktoberfest". The event will take place Sept. 22, 2012. The Eastside River Front (Depot Park) will be occupied from

11 a.m. till 11 p.m. with live entertainment, food, drink and wiener dog races.

We are also requesting to set the tent up a couple days before to aid in preparation of the event or in case of inclement weather. This year's layout worked well so it will remain the same for 2012. Also we are asking the city to waive the parking fees for that day at that location.

All proceeds will be used for seeing and hearing impaired community members or projects.

We will work with the city on any issues that arise and the event should benefit the city as well.

Please let me know if you need any further information.

Thank you for your cooperation.

Phil Schuler

Oktoberfest committee chair

815 777-4041

CITY OF GALENA, ILLINOIS

312 1/2 North Main Street, Galena, Illinois 61036



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MEMORANDUM

TO: Honorable Mayor Renner and City Council

FROM: Mark Moran, City Administrator *mm*

DATE: February 7, 2012

RE: Capital Improvement Plan Update

At the January 23 council meeting, you tabled action on the FY 2013-17 Capital Improvement Plan (CIP) pending more information on the condition of the alleys in the community. I also explained that I wished to further refine cost estimates for the projects to be completed with the Street Improvement Sales Tax revenues. I am writing to present new information regarding both subjects for your consideration.

Our Zoning Ordinance defines an alley as "A narrow thoroughfare upon which abuts generally the rear of premises or upon which service entrances of buildings abut, and which is not generally used as a thoroughfare by both pedestrians and vehicles, or which is not used for general traffic circulation or which is not in excess of 30 feet in width at its intersection with a street."

Based on the Zoning definition, our staff identified 11 alleys in the community and prepared the attached "Alley Condition Assessment". The assessment included an inspection of each alley and a rating of the surface condition using the standardized PASER method. Based on the inspections, the alleys received ratings between 1 and 6 with 1 being "failed" and 6 being "good". A detailed description of the rating scale is attached and titled "Rating System".

The Alley Condition Assessment also describes whether the alley is a through route or a dead-end, the number of residences abutting each alley, the area of each alley, the next recommended maintenance activity, and a cost estimate of the maintenance. The total cost of maintenance is \$180,200.

Our staff also prioritized the maintenance by alley based on the condition rating, the number of residences served by the alley and whether the alley is a through route. The prioritization certainly involves some subjectivity so you may wish to undertake your own prioritization as the council. You may also want to consider a plan in the CIP to undertake the needed maintenance over a five year period where we would budget approximately \$30,000 per year. I have updated the 5-Year Street Improvement Program (Appendix A of the CIP) to incorporate the alley maintenance.

I have also updated the Non-Home Rule Sales Tax Street and Infrastructure Program (Appendix B in the CIP). The plan includes the updated cost estimates for the downtown flood pump project, the Gear Street project, and the Spring Street project. Our staff is hopeful that the Spring Street project costs will decrease as we continue to discuss with IDOT who will be responsible for water and sewer relocation costs.

The updated Appendix C and Appendix C1 from the CIP are also attached. These documents summarize the Non-Home Rule Sales Tax Streets and Infrastructure project costs and projected annual fund balances for the street sales tax fund.

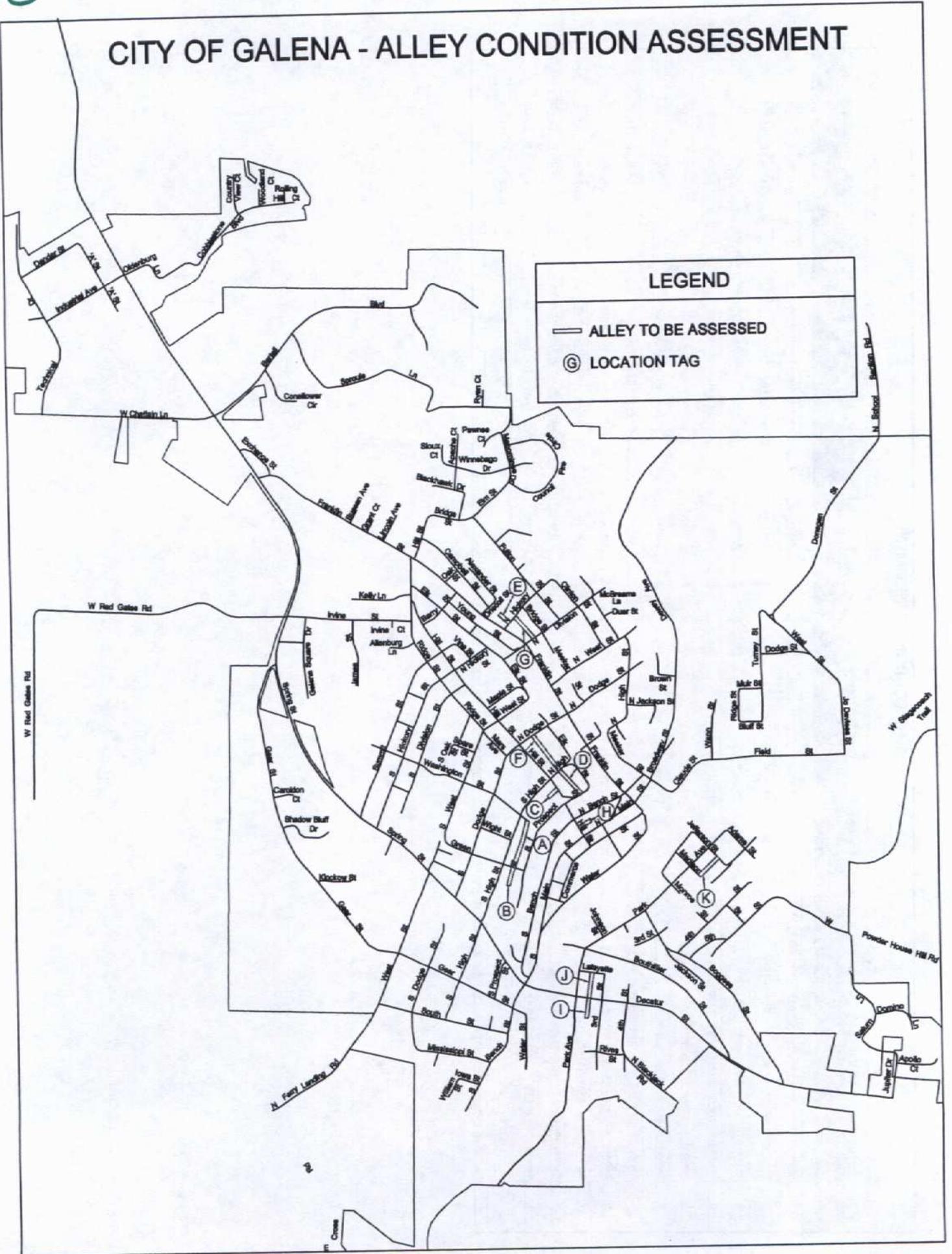
With this new information, I am hopeful that you will consider approving the CIP so it may be used as a guideline during the upcoming budget process. Please feel free to contact me with any questions.

ALLEY CONDITION ASSESSMENT

Conducted February 7, 2012												
Location	Alley Location Description	Planted	Through or Dead-end	City Maintenance	City Snow Removal	Number of Residences Abutting	Surface Material	(P)ASER Condition	Resurfacing Material	Square Feet	Estimated Surfacing Cost	Priority
A	Between Prospect and High (from Green to Washington)	Yes/No	Through	Yes	Yes	17	Asphalt	2	Complete Asphalt Reconstruct	11,000	\$ 32,736	2
B	Between Prospect and High (south of Green Street)	Yes	Dead-end	Yes	Yes	5	Sealcoat	6	Patch Area & Re-Sealcoat	13,000	\$ 4,550	10
C	Between Prospect and High (south of Hill Street)	Yes	Dead-end	Yes	Yes	5	Asphalt	5	Patch & 1-2" Asph. O.L. or Patch & Crack Seal?	3,900	\$ 6,739	9
D	Between Elk and Hill (from Prospect to High)	No	Through	Yes	Yes	9	Asphalt	1	Complete Asphalt Reconstruct	8,700	\$ 25,891	3
E	North of Franklin (between Driscoll and Hickory)	Yes	Deadend	Yes	Yes	5	Asphalt	2	Complete Asphalt Reconstruct	5,400	\$ 16,070	6
F	Between Elk and Hill (from Dodge to High)	No	Through	Yes	Yes	16	Asphalt	1	Complete Asphalt Reconstruct	10,300	\$ 30,653	1
G	Between Franklin and Bridge (from Division and Hickory)	Yes	Through	Yes	Yes	9	Asphalt	1	Complete Asphalt Reconstruct	7,300	\$ 21,725	5
H	Between Main and Bench (north of Hill Street)	Yes/No	Deadend	Yes	Yes	16	Gravel	1	Complete Asphalt Reconstruct	4,300	\$ 12,797	4
I	Between Park and Third (South of US 20)	No	Deadend	No	No	4	Asphalt	1	Complete Asphalt Reconstruct	3,400	NA	Private
J	Between Park and Third (from Lafayette to US 20)	No	Through	Yes	Yes	12	Asphalt	4	Patch Edges & 1-2" Asphalt Overlay	6,600	\$ 11,405	8
K	Between Park and Third (from Jefferson to Madison)	Yes	Through	Yes	Yes	8	Asphalt	3	Patch Edges & 1-2" Asphalt Overlay	10,200	\$ 17,626	7
										TOTAL	\$ 180,192	

NOTE: Cost estimates are based on at least 30-50% of work being completed at same time. Otherwise, mobilization costs for single work items will increase cost.

CITY OF GALENA - ALLEY CONDITION ASSESSMENT



LEGEND

— ALLEY TO BE ASSESSED

ⓐ LOCATION TAG

Rating system

Surface rating	Visible distress*	General condition/ treatment measures
10 Excellent	None.	New construction.
9 Excellent	None.	Recent overlay. Like new.
8 Very Good	No longitudinal cracks except reflection of paving joints. Occasional transverse cracks, widely spaced (40' or greater). All cracks sealed or tight (open less than 1/4").	Recent sealcoat or new cold mix. Little or no maintenance required.
7 Good	Very slight or no raveling, surface shows some traffic wear. Longitudinal cracks (open 1/4") due to reflection or paving joints. Transverse cracks (open 1/4") spaced 10' or more apart, little or slight crack raveling. No patching or very few patches in excellent condition.	First signs of aging. Maintain with routine crack filling.
6 Good	Slight raveling (loss of fines) and traffic wear. Longitudinal cracks (open 1/4" - 1/2"), some spaced less than 10'. First sign of block cracking. Slight to moderate flushing or polishing. Occasional patching in good condition.	Shows signs of aging. Sound structural condition. Could extend life with sealcoat.
5 Fair	Moderate to severe raveling (loss of fine and coarse aggregate). Longitudinal and transverse cracks (open 1/2") show first signs of slight raveling and secondary cracks. First signs of longitudinal cracks near pavement edge. Block cracking up to 50% of surface. Extensive to severe flushing or polishing. Some patching or edge wedging in good condition.	Surface aging. Sound structural condition. Needs sealcoat or thin non-structural overlay (less than 2")
4 Fair	Severe surface raveling. Multiple longitudinal and transverse cracking with slight raveling. Longitudinal cracking in wheel path. Block cracking (over 50% of surface). Patching in fair condition. Slight rutting or distortions (1/2" deep or less).	Significant aging and first signs of need for strengthening. Would benefit from a structural overlay (2" or more).
3 Poor	Closely spaced longitudinal and transverse cracks often showing raveling and crack erosion. Severe block cracking. Some alligator cracking (less than 25% of surface). Patches in fair to poor condition. Moderate rutting or distortion (1" or 2" deep). Occasional potholes.	Needs patching and repair prior to major overlay. Milling and removal of deterioration extends the life of overlay.
2 Very Poor	Alligator cracking (over 25% of surface). Severe distortions (over 2" deep). Extensive patching in poor condition. Potholes.	Severe deterioration. Needs reconstruction with extensive base repair. Pulverization of old pavement is effective.
1 Failed	Severe distress with extensive loss of surface integrity.	Failed. Needs total reconstruction.

* Individual pavements will not have all of the types of distress listed for any particular rating. They may have only one or two types.

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APPENDIX A: 5-YEAR STREET IMPROVEMENT PROGRAM (FY 2013-2017)

Street	Location	FY12/13 Cost	FY13/14 Cost	FY14/15 Cost	FY 15/16 Cost	FY 16/17 Cost
Sales Tax Projects						
Gear Street	Utility replacement between S. Bench and West Street	\$ 252,000				
Downtown Flood Pump Replacement	Water Street near Green Street	\$ 567,000				
	Sales Tax Projects Total	\$ 819,000				
Blacktop Overlay						
Gear Street sidewalk	Install new sidewalk with Gear Street roadway project	\$ 150,000				
Alley Resurfacing	Based on prioritized Alley Condition Assessment	\$ 30,000				
	Blacktop Total	\$ 180,000				
Sealcoat						
Park Avenue	Belvidere Mansion to south end	\$ 15,000				
Bogges Street	East of Third Street to U.S. Route 20	\$ 4,000				
Park Maintenance Building Yard	Meeker Street (Old Wastewater Treatment Plant Site)	\$ 2,000				
	Sealcoat Total	\$ 21,000				
	TOTAL FY 12/13	\$ 840,000				
Sales Tax Projects						
Spring Street/U.S. 20	Replacement of City utilities in State right-of-way		\$ 504,000			
	Sales Tax Projects Total		\$ 504,000			
Blacktop Overlay						
Alley Resurfacing	Based on prioritized Alley Condition Assessment		\$ 30,000			
	Blacktop Total		\$ 30,000			
Sealcoat						
West Street	Franklin to High Street Dead End		\$ 6,000			
Division Street	Franklin to McBreems		\$ 6,000			
Hickory Street	Franklin to Clinton		\$ 4,500			
Clinton Street	West to Hickory		\$ 4,500			
	Sealcoat Total		\$ 21,000			
	TOTAL FY 13/14		\$ 555,000			
Sales Tax Projects						
Park Avenue	U.S. Route 20 to Bouthillier			\$ 252,000		
	Sales Tax Projects Total			\$ 252,000		
Blacktop Overlay						
Field Street	Resurface from Meeker Street Bridge to Public Works building			\$ 120,000		
Alley Resurfacing	Based on prioritized Alley Condition Assessment			\$ 30,000		
	Blacktop Total			\$ 150,000		
Sealcoat						
Dodge Street	U.S. Route 20 to Mars Avenue			\$ 11,000		
Hickory Street	Elk Street to Ridge Street			\$ 2,000		
Hickory Street	Ridge Street to U.S. Route 20			\$ 8,000		
	Sealcoat Total			\$ 21,000		
	TOTAL FY 14/15			\$ 423,000		
Sales Tax Projects						
No project this year					\$ -	
	Sales Tax Projects Total				\$ -	
Blacktop Overlay						
Decision to be based on analysis of conditions	Unknown at this time			\$ 50,000		
Alley Resurfacing	Based on prioritized Alley Condition Assessment			\$ 30,000		
	Blacktop Total			\$ 80,000		
Sealcoat						
All of School Section	Dodge, Turney, Bluff, Ridge, Muir, West, Donnegan			\$ 21,000		
	Sealcoat Total			\$ 20,000		
	TOTAL FY 15/16				\$ 100,000	
Sales Tax Projects						
No project this year						\$ -
	Sales Tax Projects Total					\$ -
Blacktop Overlay						
Decision to be based on analysis of conditions	Unknown at this time				\$ 50,000	
Alley Resurfacing	Based on prioritized Alley Condition Assessment				\$ 30,000	
	Blacktop Total				\$ 80,000	
Sealcoat						
South Bench Street	Gear to dead end				\$ 6,300	
Mississippi Street	South Bench to Dodge Street				\$ 4,400	
Dodge Street	Mississippi Street to South Street				\$ 1,800	
West Street	Gear Street to city limits				\$ 8,500	
	Sealcoat Total				\$ 21,000	
	TOTAL FY 16/17					\$ 101,000

TOTAL CIP COST \$ 2,019,000

**APPENDIX C: NON-HOME RULE SALES TAX (1/2%) STREET PROGRAM
Recommended Plan: 2013-2017**

Construction Year	Construction Project	Project Scope	Project Cost
2012-13	Downtown Pumping Station	Replace Pumps & Add Generator	\$ 567,000
2012-13	Gear Street	US 20 to Bouthillier Street	\$ 252,000
2013-14	Spring Street	S. Prospect to Gear	\$ 504,000
2014-15	Park Avenue	US 20 to Bouthillier Street	\$ 252,000
2015-16	No Project Planned		
2016-17	No Project Planned		

Total Cost \$ 1,575,000

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APPENDIX C1: STREET IMPROVEMENT SALES TAX FUND: PROJECTED YEAR-END FUND BALANCE

	Fiscal Year																
	2008-09*	2009-10*	2010-11*	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
Beginning Fund Balance																	
Fund Balance	\$190,949	\$268,873	\$454,405	\$499,313	\$58,305	\$142,251	\$141,596	\$140,940	\$140,285	\$139,608	\$170,901	\$279,055	\$472,812	\$707,260	\$975,660	\$1,316,690	\$1,668,690

Notes:
 * Actual audited fund balance. All other years are projected based on proposed CIP expenditures.

CITY OF GALENA, ILLINOIS

312 1/2 North Main Street, Galena, Illinois 61036



MEMORANDUM

TO: Honorable Mayor Renner, City Council and Department Heads
FROM: Mark Moran, City Administrator *mm*
DATE: January 24, 2012
RE: Hotel Wine Package Liquor License

At the January 23 council meeting you directed staff to research options for offering a new liquor license that would permit hotels to include bottled wine as part of a room rental package. I am attaching the first draft of an ordinance that would create a new Class "N" Hotel Wine Package license to permit the sale of wine with the rental of a room.

I reviewed the existing licenses with the intent of expanding an existing class to permit wine sales by hotels. Since the proposed sale rules are so narrow, they do not easily fit into an existing license class. I believe a new license class is practical in this case.

The new license would permit a hotel to offer a single bottle of wine per room per night. Even if the wine is offered as "complimentary" it is considered a sale when packaged with a room rental. The wine could be consumed in the room of the guest or taken off premises by the guest.

Our staff recommends an annual fee of \$450 for the new Class "N" license. Currently, our most restrictive and lowest cost liquor license is the Class "M" that is offered to bed and breakfasts and small inns with less than eight guest rooms. The cost of the Class "M" is \$100 per year. The next lowest cost licenses are the Class "I" and Class "F", the packaged beer and ale only license and the microbrewery license for the production of beer. Both these licenses are \$625 per year.

Applicable to a minimum 25 guest rooms by definition, we believe the proposed Hotel Wine Package license has a greater potential for sales than the bed and breakfast license. The proposed license would not allow sales to the general public or distributors so the potential sales would be arguably less than with Class "I" or Class "F" businesses. Again, our staff recommends an annual fee of \$450 for the proposed Class "N" license.

In accordance with the current code, the initial one-time licensing fee for the new license would be five times the annual license fee. If the annual fee were set at \$450, the initial fee would be \$2,250.

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Ordinance #-12-_____

**AN ORDINANCE AMENDING CHAPTER 111 "ALCOHOLIC BEVERAGES"
OF THE CODE OF ORDINANCES OF THE CITY OF GALENA
TO ESTABLISH A LICENSE FOR WINE PACKAGES AT HOTELS**

WHEREAS, the City of Galena is a municipal corporation operating under the laws of the State of Illinois; and

WHEREAS, Chapter 111 of the Galena Code of Ordinances regulates the sale and consumption of alcoholic beverages in the City of Galena, and

WHEREAS, Chapter 111.20 of the Galena Code of Ordinances establishes the classifications of liquor licenses and sets the fees for each classification of license; and

WHEREAS, the City Council of the City of Galena finds it in the best interest of the City of Galena to amend the Alcoholic Beverages code to add a license classification to permit the restricted sale of wine packages at hotels and to set the fee for said license,

NOW THEREFORE BE IT ORDAINED by the City Council of the City of Galena, Jo Daviess County, Illinois, as follows:

SECTION I: Chapter 111.20 of the Code of Ordinances shall be amended by adding the following paragraph:

(M) Class "N" license shall be known as the Hotel Wine Package license. It shall authorize the retail sale of wine by hotels as part of a hotel room nightly rental package. The wine shall be for consumption off the premises or on the premises only in the room of the guest. Wine sales shall be limited to 1.5 liters bottled per room per rental night. The Class "N" license shall be subject to the terms and restrictions of this and all other pertinent sections of this code. The annual license fee shall be set by the City Council from time to time.

SECTION II: In accordance with Chapter 111.20 (M), the fee for the Class "N" license shall be \$400 annually.

SECTION III: All ordinances or parts of ordinances conflicting with the provisions of this ordinance are hereby repealed.

SECTION IV: Passed on this _____ day of _____, 2012, in open Council.

AYES:

NAYS:

TERRY RENNER, MAYOR

ATTEST:

MARY BETH HYDE, CITY CLERK



xXx Racing

The Tour of Galena 2012

13 February 2012

Galena City Council
312 ½ North Main Street
Galena, IL 61036

Dear City Council members:

xXx Racing is proud to propose a joint effort with the greater Galena area in hosting their second annual cycling stage race. An event of this magnitude is sure to bring a positive financial and community-building impact to the area, even greater in this second year. We are again thrilled, to take this step with such an amazing and vibrant city to expose visitors to its beauty as we have seen it.

xXx Racing is a large, Chicago-based cycling team that competes in a variety of disciplines, including road, track, mountain bike, and cyclocross. Our members compete at all levels of the sport and are dedicated to promoting competitive and noncompetitive cycling in the Midwest. Our team provides a supportive environment for anyone with the desire to improve their fitness, increase their cycling knowledge, or strengthen their competitive spirit.

The team was founded in 1999 by professional couriers who wanted to extend their cycling experience to organized racing. Since then, the team has grown to become one of the Midwest's largest and most successful not-for-profit teams. Although we cherish our roots and maintain a program to introduce messengers to sanctioned racing, we welcome all Chicago cyclists and celebrate our diversity and inclusiveness. We have both an elite program and development programs for men, women, and juniors (see Exhibit E). Our core principles and mission statement best reflect who we are today and what we hope to accomplish in the years to come:

"We strive to build bridges in our community through cycling—an activity that benefits body and soul. By weaving a social fabric and bringing people together, we are able to change lives and truly make a difference."

Core Principles

1. Development at all levels

xXx Racing provides junior through elite riders the support they require to become well-developed cyclists and/or racers.

(For further information, see Exhibit F.)

2. Not exclusive

Anyone with an enthusiasm for bicycling may become a member.

3. Team focus on racing

While some clubs are leisure-pace based, xXx Racing is not. As our name suggests, our programs are geared toward helping riders develop and advance as racers. While non-racers are welcome, they may find that our passion for racing is contagious.

4. Community

xXx Racing maintains a positive environment for riders of all types, creating a great sense of community as a team. Members develop lasting friendships. We also make every effort to make a positive impact in the greater Chicago area and throughout the Midwest.

5. Commitment to outreach/diversity

We strive to attract men, women, and juniors from diverse backgrounds and provide growth and learning opportunities in the forms of clinics and development programs for riders who may not have been exposed to racing in the past.

6. Retention

xXx Racing aims to retain racers as they advance through the United States Cycling Federation racing categories. Our philosophy of keeping riders integrated with the majority of the team allows for mentoring and learning opportunities that would otherwise not exist.

Accomplishments

Randy Warren, a national champion cyclist and nationally recognized level one team coach, guides and mentors our members from their first race to the world stage. Under Coach Randy Warren, xXx Racing team members have been awarded the following:

- Paralympic Games and World Championship Medals
- Over 25 National Championship Medals
- More than 50 State Championship Medals

(For further information, see Exhibit G.)

What Is The 2012 Tour of Galena?

We propose to create a three-day multi-category cycling event centered in Galena, IL on June 8th, 9th and 10th, 2012. The race format requires each entrant to participate in three different timed events. Each event will be scored separately. An overall event winner will be awarded for each category by combining the times of the three individual events. The four events will consist of a Pro/1/2 circuit race (with time trial), time trial, road race, and criterium race (see Exhibits A, B, C and D). This type of three-day event is typically called an omnium.

Why Galena?

- There are many single-discipline events in Illinois and the Midwest, but very few multi-discipline, multi-day events. In keeping with our principle as a "development" team, we envision the addition of an omnium race as a significant step toward developing more exciting and compelling racing in the area.
- Being an avid bike racer requires travel, but very few destinations are interesting to the family and spouse of a racer. Galena is uniquely positioned with destination appeal the whole family will enjoy, along with the challenging terrain and historic course options a racer will love. The stage race format brings all of these together in a powerful way that we believe will help both xXx Racing and the Galena area grow and prosper.
- By scheduling the Pro/1/2 circuit race on Friday afternoon, and hosting four different events over three days, we are able to assure that many visitors will require three room nights and multiple meal and entertainment visits, thereby increasing revenue for Galena's businesses.
- By centering the racing in the downtown area, we encourage overnight guests to enjoy local restaurants, shopping, and recreational activities, as well as explore the rich history of Galena.

Schedule

Friday, 8 June 2012, afternoon: Pro/1/2 time trial and circuit race (See Exhibit A)

Saturday, 9 June 2012, morning: individual time trial, 7 miles (See Exhibit B.)

Saturday, 9 June 2012, afternoon: road race, 21-mile loop (See Exhibit C.)

Sunday, 10 June 2012, morning through afternoon: criterium race, .65-mile loop (See Exhibit D.)

Goals

It is our hope to:

- Establish a vibrant, fun, and competitive multi-day, multi-discipline event for cyclists in the Midwest.
- In the long term, grow the event, ideally to a national level within 5 years to be included on the USA Cycling National Racing Calendar.
- Bring incremental revenue to the area through visitor use of lodging, restaurants, and attractions.
- Build community support so Galena residents and visitors want to see the race return.

- Create a winning, safe, and organized race that riders and their families plan for and return to year after year.

Plan of Attack

Strategic planning

- Plan for the current and future, with an Actual budget and projected 5-year plan provided by xXx Racing.
- Establish entry fees for both the overall (Omnium Race), as well as individual stages.
- Establish categories to attract large fields of riders and Lance Armstrong Junior Race Series points and rankings. It is likely there will be at least 6 to 8 categories, and as many as 12, depending on entries.
- Plan race routes to be safe, competitive, and fun for spectators and riders.
- Plan race routes to minimize impact on Galena's traffic, parking, and business flow.
- Secure financial support to allow for a significant and attractive prize purse.
- Work with local police, sheriff, and emergency to make the courses safe for spectators, riders, and drivers.
- Work with local organizations to provide volunteers and community support.
- Provide opportunities for local businesses to get involved through sponsorship, in-kind support, and presence at expos, start/finish complex, host hotel, etc.

Event operations

xXx Racing will oversee planning, set up, and execution of the race itself. Financial support will likely be needed.

- Road closure coordination, in cooperation with local law enforcement.
- Barriers, bleachers, and safety fencing.
- Volunteer organization.
- Start/finish set up, staging area, cameras, and officials stations.
- Race registration, packet pickup, numbers, and timing devices (if needed).
- Race officials.
- Motorcycle referees.
- Race day communications/radios.
- Spectator transportation to and from designated parking areas.
- Participant parking.
- Office/administration, permits, and licenses.
- Handicap accessibility.
- Sanitary, refuse, and recycle stations.

Marketing: to Participant (to be accomplished in coordination with visitgalena.org)

- **Event Web site**, including a race bible (manual); route maps; elevation gain charts; downloadable flyer; online registration; sponsor links; and links to and from xxxracing.org, visitgalena.org, and others.
- **Other Online Marketing**: Chicagobikeracing.com; *Competitor Magazine Chicago* Web site; *Chicago Athlete Magazine* Web site; usac.org; xxxracing.org; visitgalena.org; cycling blogs; local race boards; and bike advocacy groups in St. Louis, Des Moines, Chicago, Madison, Milwaukee, Minneapolis, Omaha, and Champaign.

- **Print:** flyer printing and distribution at bike shops in select markets, flyer bike races in the Midwest held in September through June.
- **Direct Mail:** USAC license holder postcard mailing
- **E-mail:** E-mail effort to the heads of teams and clubs in the Midwest, lists available through USAC, and through CBR, Active Transportation Alliance, etc.

Marketing: to Visitor (we consult visitgalena.org for advice and execution help with spectator and visitor outreach)

- Online
- Print
- Direct Mail
- E-mail

Local business partnership opportunities

- Local restaurant involvement for on-site food and beverage vending.
- Local restaurant opportunities to create on-course viewing positions within their businesses.
- VIP area, potentially sponsored.
- Expo, with local retailer involvement with booth or special sales deals.
- Sponsor product sales and distribution of race bags at host hotel.
- Creation of festival on crit infield.

Sponsorships

- Local hotels, B & Bs, restaurants, and shops will all have an opportunity to participate in the race as sponsors of individual races, such as the Belvidere Mansion Women's Professional Road Race.
- There should be one (perhaps two) host hotels, which will be featured prominently and provide race organizers and officials lodging, as well as rider race weekend specials. Packet pickup can be there, pre-race banquet, current standings board, post-race party, meet the professional, etc.
- Chicago and local based product, retail, and shop sponsors will be utilized as much as possible. xXx Racing team sponsors will also be engaged as soon as possible.
- Local businesses or even individual families can support the race by donating in-kind items, such as communications vehicles, race officials cars, pace cars, wheel trucks, and neutral support vehicles.

We the People

Public relations, prior to race date

- xXx Racing will go door to door in areas that are completely closed to vehicular traffic to personally introduce ourselves, building bridges and educating local residents.
- xXx Racing, in participation with local outfitters (possibly The GOATS Cycling Club), will conduct local group rides to promote the race and build relationships.
- xXx Racing will strive to host a camp in Galena, to both promote travel to the area and deepen our partnership with the town and its residents.

The Numbers

Anticipated participant count

Second-year projection is between 350-500 racers resulting in 1,000 – 1,500 total heads. We estimate the following:

- 30% Family occupancy
- 20% Four-people-per-room occupancy
- 50% Double occupancy

Growth comparisons based on other races in the area, races of similar format, and destination races:

- Roubaix (Hillsboro, IL): One-day road race, 9th year, 800 riders.
http://web.me.com/iccc_stl/Hillsboro/Welcome.html
- Joe Martin Stage Race (Fayetteville, AR): NRC 4-day pro race, 2-day amateur race, 750 riders.
<http://www.joemartinstagerace.com/>
- Tough (Tulsa, OK): 3-day NRC criterium series, 1000+ participants and massive expo.
<http://www.tulsatough.com/site/sections/13>

Preliminary budget with 5-year projection

See Exhibit E.

Exhibits

All race types are defined below (definitions adapted from Wikipedia) in Exhibits A-D:

Exhibit A - Circuit Race (CR)

What It Is:

A Circuit Race is similar in style to a road race, but held on a course which is 5-7 miles in length and competitors complete 5-10 laps.

Exhibit B - Individual Time Trial (ITT)

What It Is:

An Individual Time Trial is a road bicycle race in which cyclists race alone against the clock. Often, ITTs are referred to as "the race of truth," since winning depends only on each rider's strength and endurance, and not on help provided by teammates and others riding ahead who create a slipstream.

How It Works:

Individual Time Trial starting times are at equal intervals, usually 30 seconds to 60 seconds apart. The starting sequence is usually based on the finishing times in preceding races (or preceding stages, in the case of a multi-stage race), with the highest-ranked cyclist starting last. Starting later gives the racer the advantage of knowing what time he or she needs to beat (and also makes the event more interesting to

spectators). Competitors are not permitted to draft (ride in the slipstream) behind other riders. Any help between riders is forbidden. The rider with the fastest time is declared the winner.

Exhibit C - Road Race (RR)

What It Is:

The term "road race" is usually applied to events in which competing riders start simultaneously, with the winner being the first to cross the line at the end of the course.

How It Works:

Though the objective of a race is quite simple – to be the first rider to cross the finish line – a number of tactics are employed. Tactics are based on the aerodynamic benefit of drafting, whereby a rider can significantly reduce the required pedal effort by closely following in the slipstream of the rider in front. Riding in the main field, or peloton, can save as much as 40% of the energy employed in forward motion when compared to riding alone. Some teams designate a leader, whom the rest of the team is charged with keeping out of the wind and in good position until a critical section of the race. This can be used as a strength or a weakness by competitors; riders can cooperate and draft each other to ride at high speed, or one rider can sit on a competitor's wheel, forcing him to do a greater share of the work in maintaining the pace and to potentially tire earlier. A group of riders that breaks away from the peloton has more space and freedom, and can therefore be at an advantage in certain situations. Working together smoothly and efficiently, a small group can maintain a higher speed than the peloton, in which the remaining riders may not be as motivated or organized to chase effectively. Usually a rider or group of riders will try to break from the peloton by attacking and riding ahead to reduce the number of contenders for the win. If the break does not succeed and the body of cyclists comes back together, a sprinter will often win by overpowering competitors in the final stretch. Teamwork between riders, both pre-arranged and ad-hoc, is important in many aspects: in preventing or helping a successful break, and sometimes in delivering a sprinter to the front of the field.

Exhibit D - Criterium (Crit)

What It Is:

A criterium, or crit, is a bike race held on a short course (usually less than 5 km), often run on closed-off city center streets.

How It Works:

The race length can be determined by a total time or a number of laps, in which case the number of remaining laps is calculated as the race progresses. Generally the event's duration (commonly between 30 to 90 minutes) is shorter than that of a traditional road race, which can last many hours, sometimes over the course of several days or even weeks, as in a Grand Tour. However, the average speed and intensity of a crit are appreciably higher than those of a road race. In a crit, the winner is the first rider to cross the finish line without having been "lapped."

Success in criteriums requires a mix of good technical skills — the abilities to corner smoothly while "holding your line" on the road, ride safely with a large group on a short circuit, "attack" other riders, and repeatedly accelerate hard from corners. Criteriums are relatively easy to organize, do not require a large amount of space, and are good for live spectators, as they allow them to see the riders pass by many times. They are the most common type of bicycle racing in the continental United States.

Exhibit E – Budget

Please see the below attached PDF document.

Exhibit F - xXx Racing's Development Programs

Juniors' Development Program:

This program enables juniors to participate in racing and training, as well as enjoy the benefits of belonging to a team, regardless of financial status. The team reaches out to juniors of all backgrounds, making it the most diverse juniors' cycling program in the area. It is also recognized as one of the premier junior development teams in the nation by the United States Cycling Federation (USCF).

Women's Development Program:

One of the region's largest and most accomplished women's development programs, the xXx Women's Development Program provides women with coaching, training opportunities, and support to encourage them to develop their fitness and racing techniques. Members work with other area teams to promote women-focused skills clinics and informational seminars.

Men's Development Program:

The largest of the development programs, the Men's Development Program exists to promote teamwork, skills, and camaraderie through monthly socials and focused group rides. The program helps new members meet established team members and gain a sense of direction in what can be an intimidating start.

Elite Development Program:

Riders who show extraordinary promise and commitment to the team can apply to participate in the Elite Development Program. These riders receive extra resources and individualized coaching and training. In return, participants are expected to help develop the next crop of athletes, creating an ongoing cycle of growth, learning, and excellence.

Exhibit G - Accomplishments

Paralympians

- **Alison Jones**
2008: Silver medal, Individual Time Trial; Paralympic Games, Beijing, China
- **Greta Neimanas**
2008: U.S. Paralympic Team member, Cycling; Paralympic Games, Beijing, China
2008: Gold medal, Road Time Trial, two Silver medals (500m Time Trial, Individual Pursuit); U.S. Paralympics
Cycling National Championships, Morrison, Colorado

Notable Athletes

- **Reid Mumford:** Member of Kelly Benefit Strategies/Medifast Pro Cycling Team
- **Rebecca Much:** Formerly of T-Mobile and Webcor Builders Women's Professional Cycling Team, now riding with TIBCO Women's Pro Cycling
- **Heidi Sarna, Triathlete:** Invited to Duathlon Worlds in 2009
- **John Tomlinson:** USA Cycling Junior Track National Champion, 2009

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Milestones

2.13.2012: xXx Racing, presentation to City Council and final vote to support race.

Marketing start date: ASAP, upon final approval.

USAC Event permit: ASAP, 6 weeks minimum prior to event date.

Flyer finalized, printed, and submitted to USAC: TBD, upon final approval.

Until Next Time

Overall, we are extremely excited to once again work with Galena. With community support, the will to succeed, and contributions from both Galena and xXx Racing, we know this event will have a larger community and financial impact on Galena. As our mission states, "...we strive to build bridges...through cycling," and we hope the community of Galena and xXx Racing can continue to develop a partnership that will make this event a resounding success!

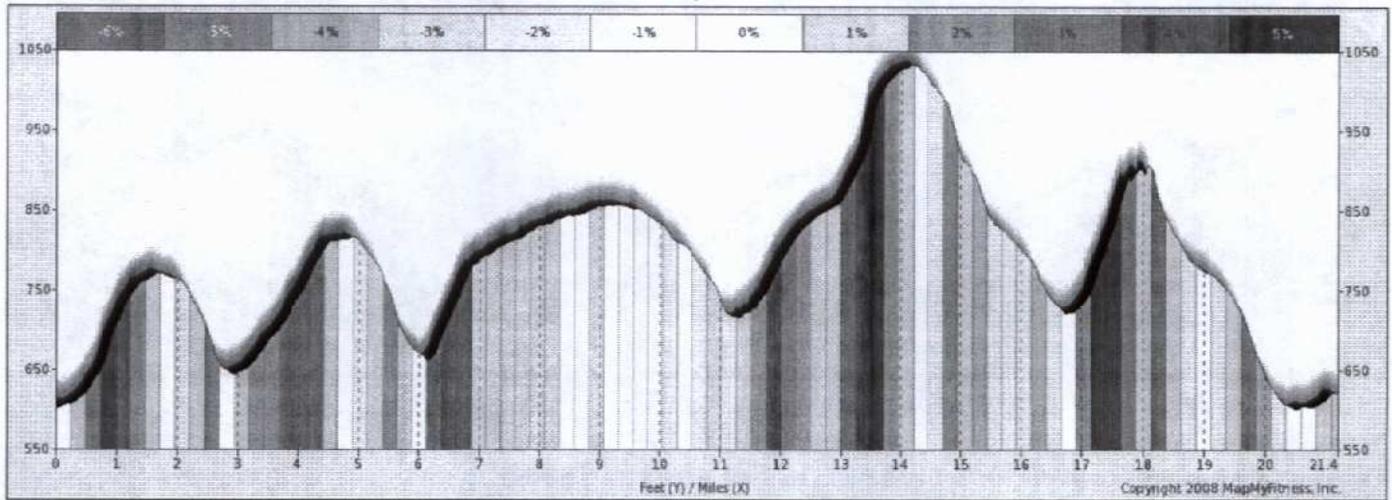
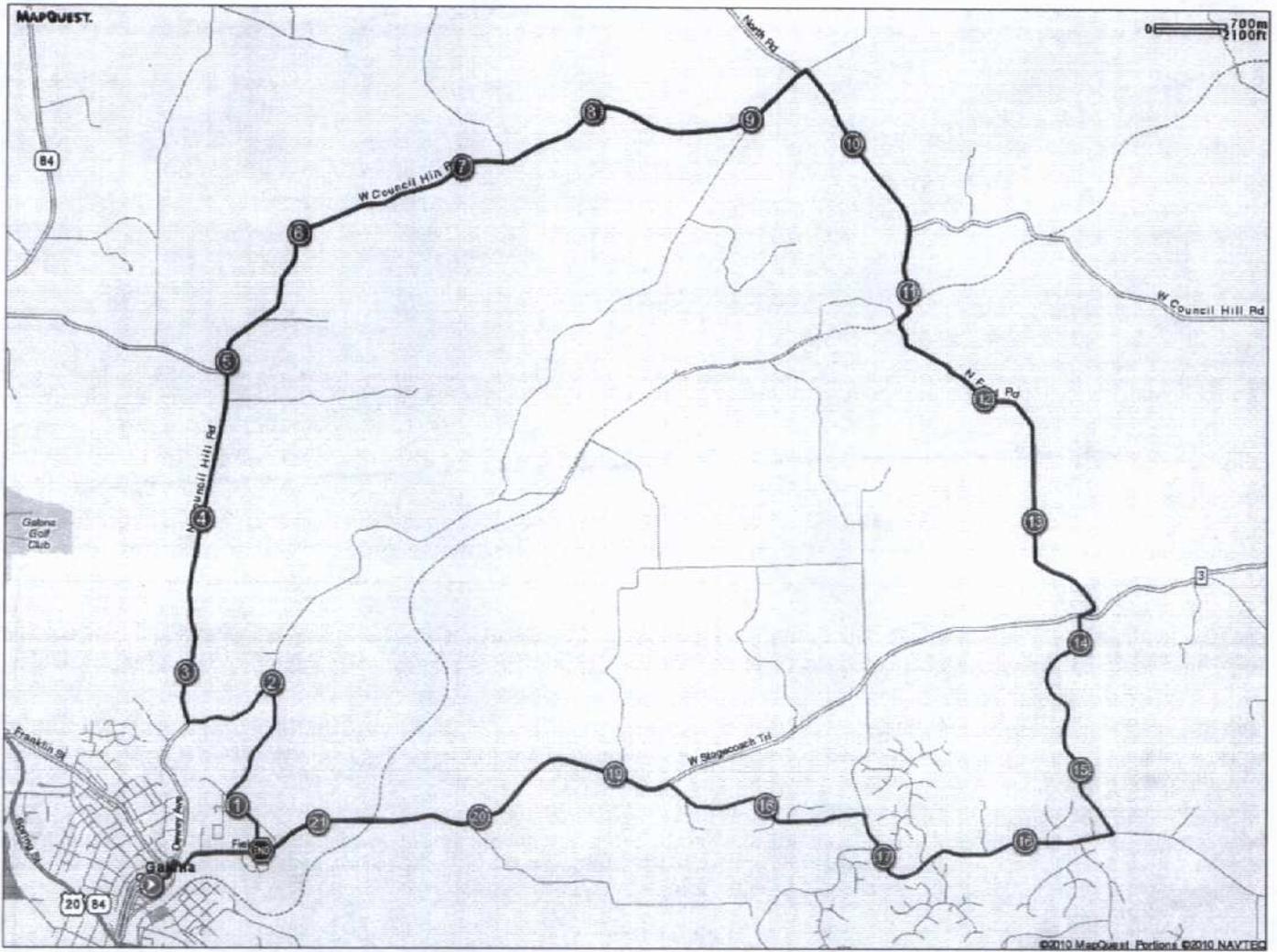
Please feel free to contact us with any questions or concerns.

Regards,

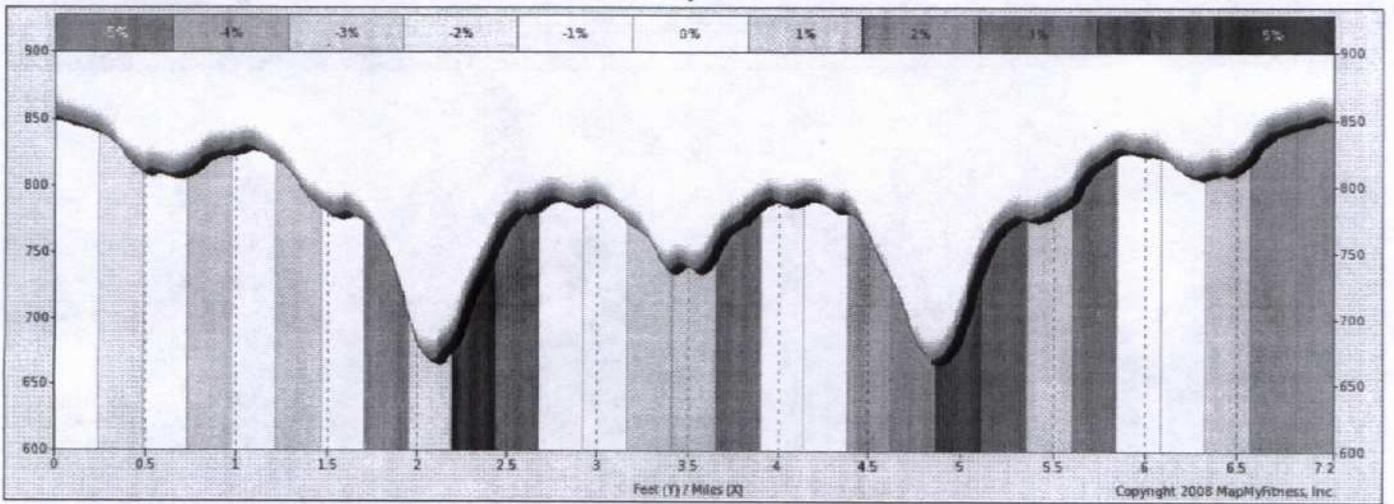
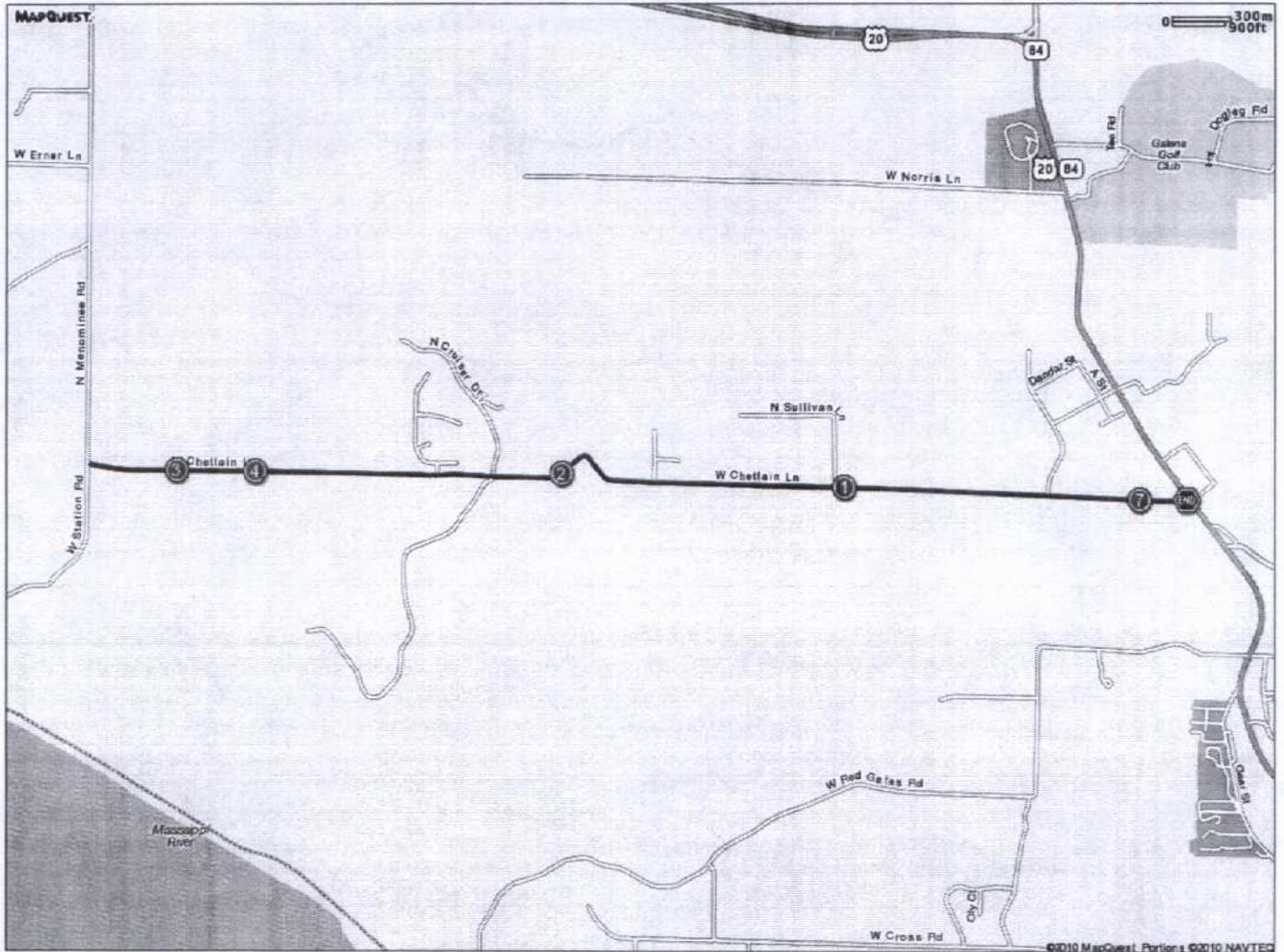
Aaron Delabre, Tom Briney and David Heckelsmiller
xXx Racing
Race Directors – The Tour of Galena

aaron@xxracing.org / 815.258.3716
tom@xxracing.org or promoter@tourofgalena.com / 860.729.5034
david@xxracing.org / 847.946.6186

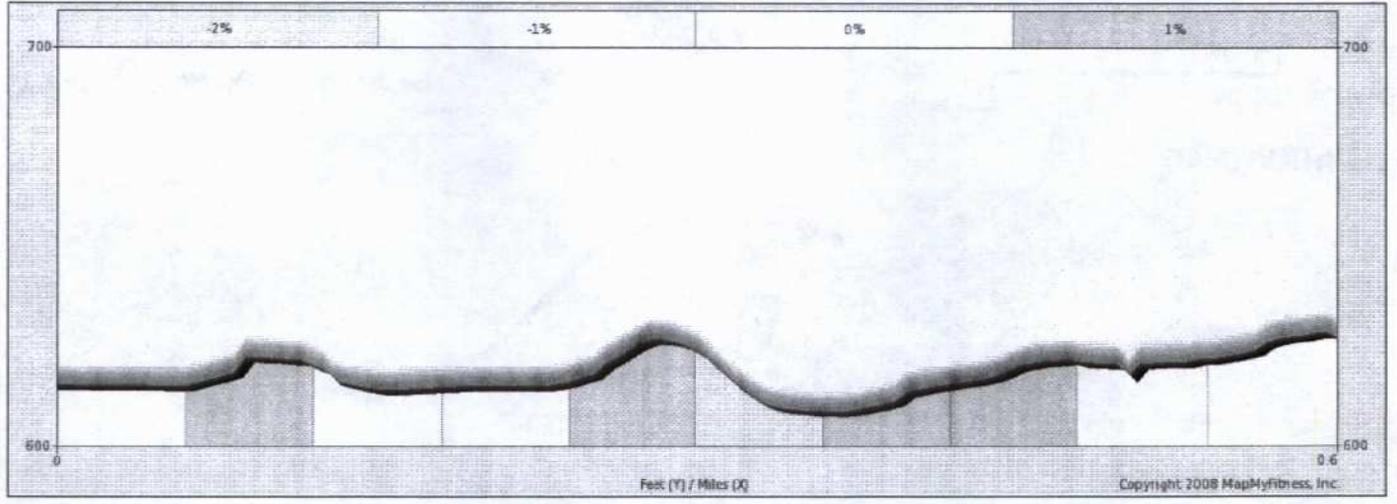
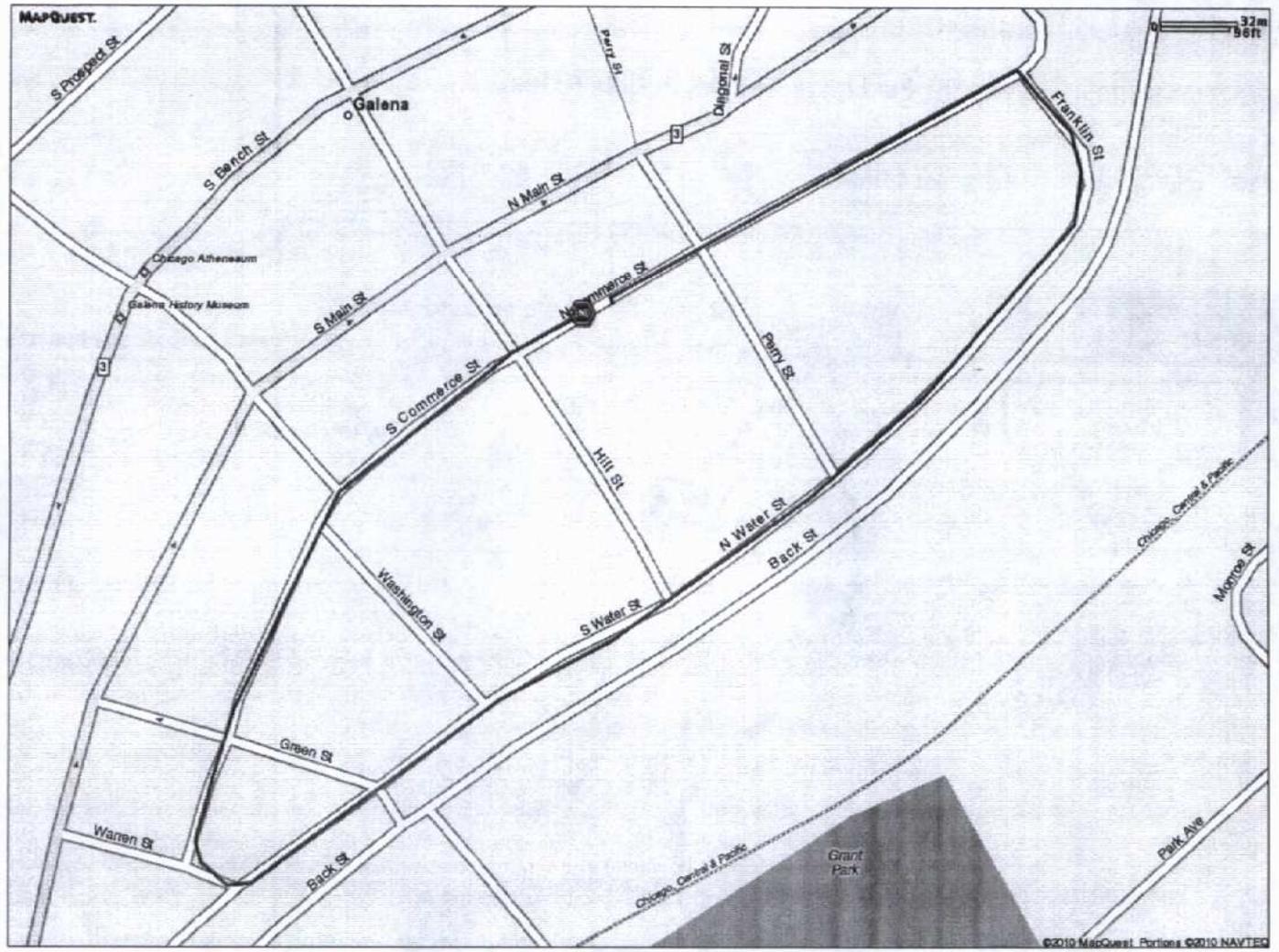
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ROUTE DESCRIPTION:
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ROUTE DESCRIPTION:
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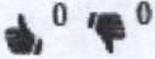
6.97
mile

A ride mapped on 12/06/2011
Circuit Race



This Bike Ride starts in Galena, IL. Find more Galena, IL Bike Rides.

0 Views



Share



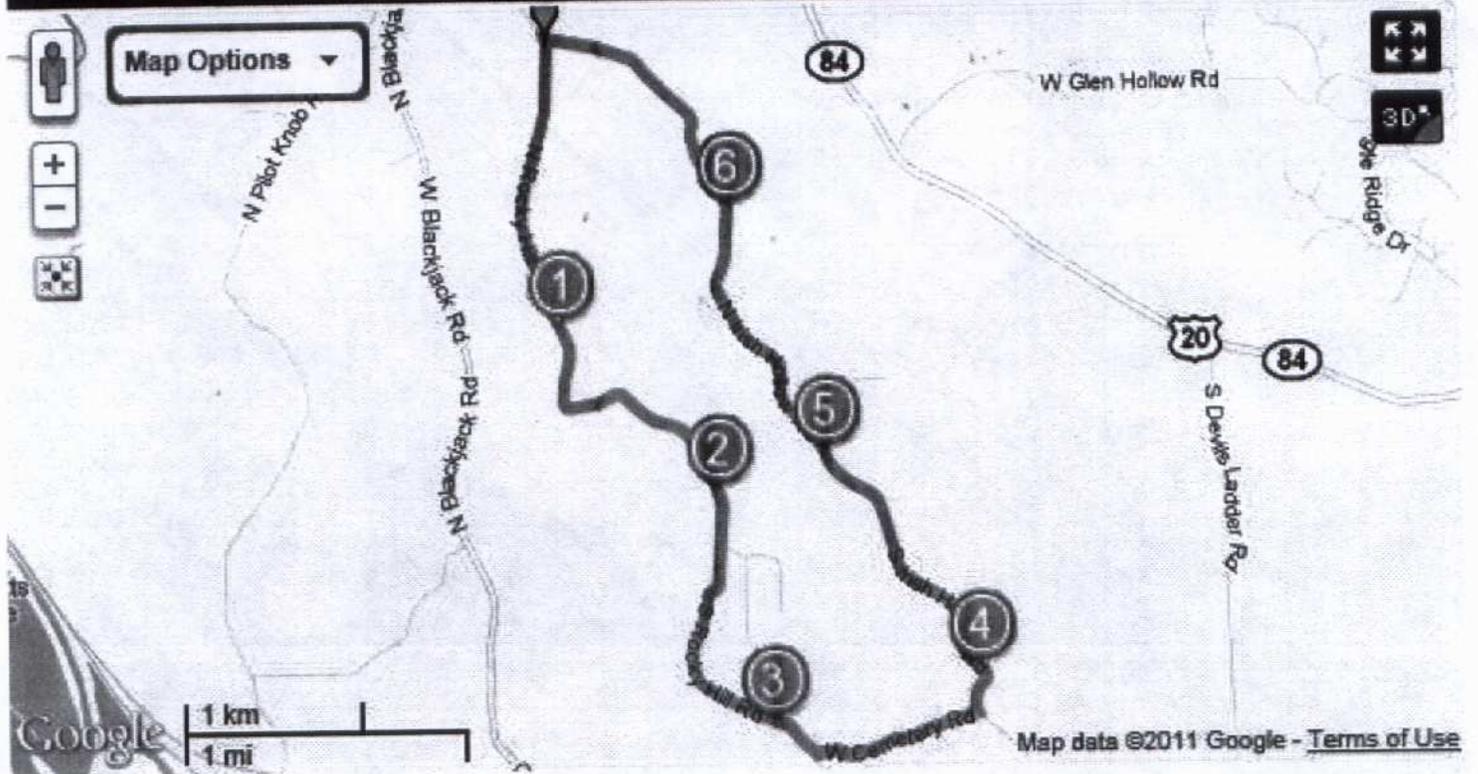
Summary

Climbs

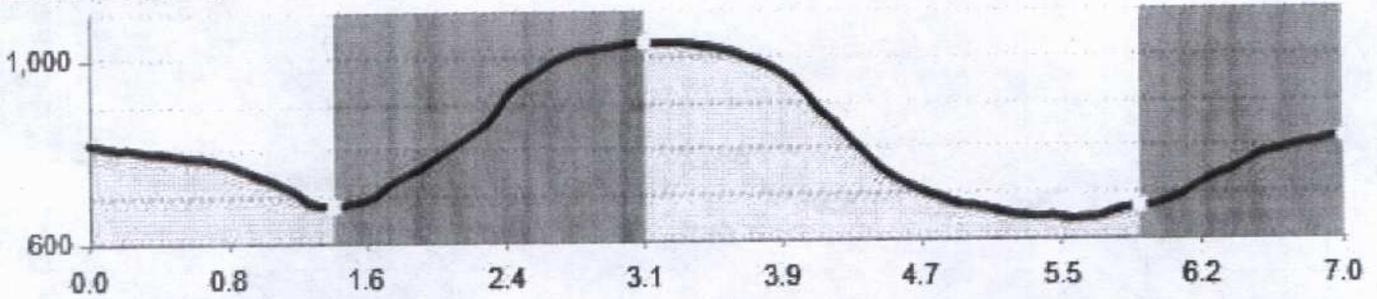
Notes

Stats

Leaderboard



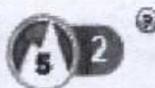
ELEVATION (feet)



816 ft
Start Elev

1053.0 ft
Max Elev

541.0 ft
Gain



Export Map Data | Detailed Climb Data »



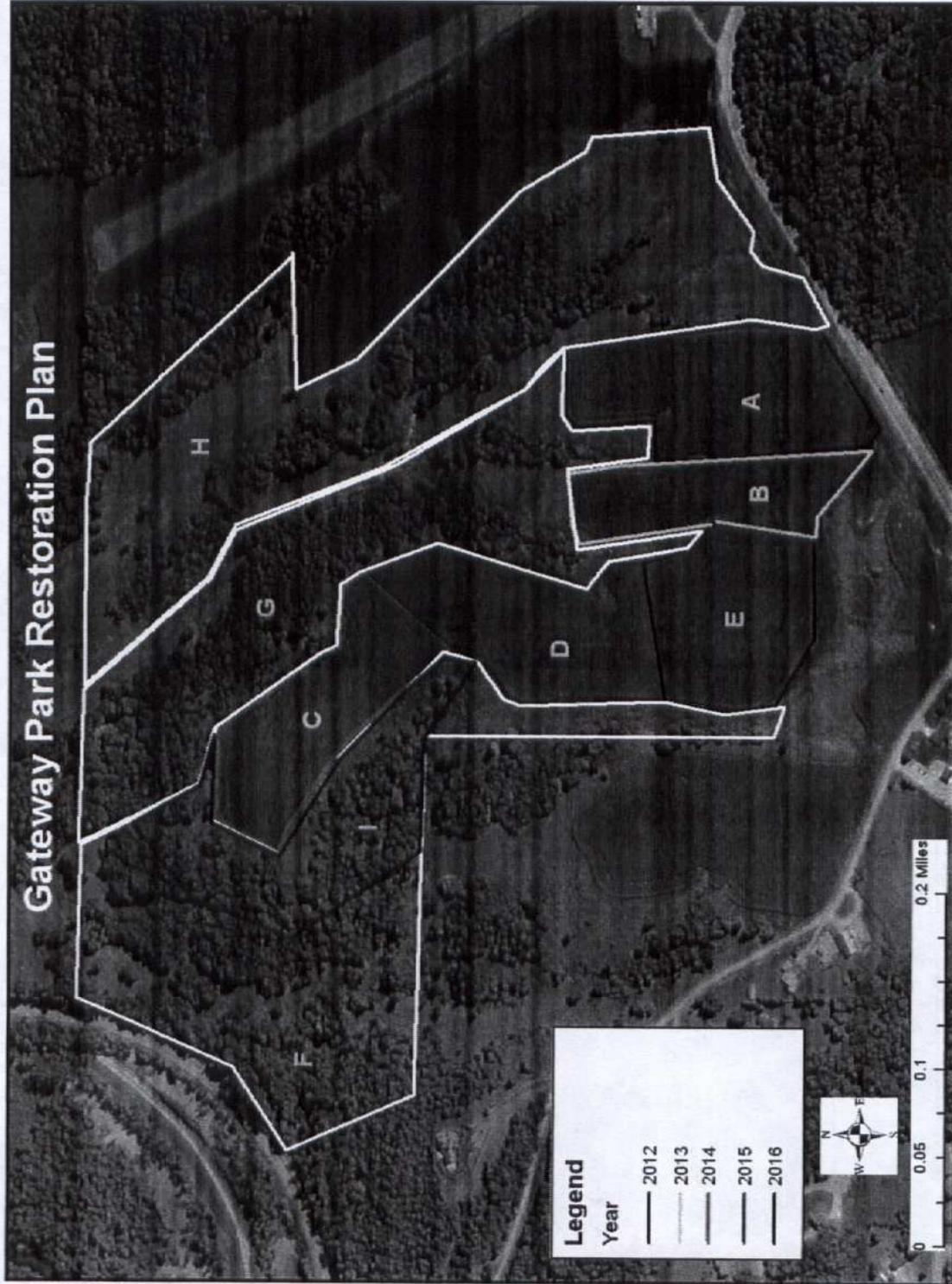
2012 WORK SCHEDULE FOR GALENA GATEWAY PARK RESTORATION

MONTH	UNIT	ACTIVITY	EQUIPMENT USED	COMPANY/ PEOPLE
FEB./MAR	I	BRUSH CLEARING WEED REMOVAL	HERBICIDE CHAINSAWS ATV	PRAIRIEWORKS
FEB./MAR.	F,G,H,I	CREATE FIREBREAKS	CHAINSAWS HERBICIDE ATV	PRAIRIEWORKS
APR./MAY	A,B	PLANT SOYBEANS	TRACTOR PLANTER	FARM TENANT
APR./MAY	C,D,E	PLANT CORN	TRACTOR PLANTER	FARM TENANT
JUNE-OCT.	F,G,H,I	MOW FIREBREAKS	TRACTOR/MOWER	FARMER
OCT./NOV.	A,B,C,D,E	HARVEST	COMBINE SEMI/WAGONS	FARM TENANT
NOV.	A	SEED PRAIRIE	TRACTOR	PRAIRIE ENTHUSIASTS FRIENDS OF GATEWAY
NOV./DEC.	G,H	PRESCRIBED FIRE	ATV TRUCK	JDCF BURN TEAM FRIENDS OF GATEWAY
DEC.	I	BRUSH CLEARING WEED REMOVAL	HERBICIDE CHAINSAWS ATV	PRAIRIEWORKS FRIENDS OF GATEWAY



Galena City Council [February 13, 2012]

Gateway Park Restoration Plan



CITY OF GALENA, ILLINOIS

312 1/2 North Main Street, Galena, Illinois 61036



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MEMORANDUM

TO: Honorable Mayor Renner and City Council and City Administrator

FROM: Nate Kieffer, Bridge Committee Chairman *RNK* *mlk*

DATE: February 13, 2012

RE: Meeker Street Pedestrian Bridge Committee Report

At the February 1, 2012 meeting of the Meeker Street Pedestrian Bridge Committee, the committee voted unanimously to approve the final bridge report and recommendation to the City Council. The content of the final recommendation section of the committee's report is included below for your consideration:

Final Recommendation

The committee is recommending the following to the City Council:

1. Widen span structure to accommodate an 8' wide bridge deck. The 8' wide bridge deck will meet the minimum requirements for a two-way multi-use (bicycle and pedestrian) recreational trail. The 8' wide deck will allow for passage of smaller City maintenance vehicles (mowers, etc.) and emergency ATV vehicles.
2. Span structure material to be (ranked by general consensus of members):
 - a. Top choice - Aluminum (span structure to be painted an appropriate color or oxidized to reduce shine)
 - b. Second Choice - Wood
 - c. Third Choice - Steel
3. Span structure to be Pratt (or similar look) truss style with option to add bowstring truss to any or all of the three bridge spans to improve look of bridge.
4. Decking material to be aluminum planking style for an aluminum span structure and Ipe wood for wood and steel span structures.
5. Install new or upgrade existing approach ramps to 8' wide to meet the minimum requirements for a two-way multi-use recreational trail. Approach ramps to be concrete surface with appropriate railings.
6. Consider applying for recreational trails grants to help fund bridge replacement project. The committee has provided this report to the Council earlier than originally planned in order to give them the option of applying for a grant by the March 1 2012 deadline. Also, consider fundraising options by local or regional groups to help fund project.
7. Consider conducting a survey to gather public opinion on bridge options.

A copy of the full report (including background data, option considerations, conclusions, final recommendation, and appendices) has been included in the council packets as an attachment for your use.

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GALENA POLICE DEPARTMENT

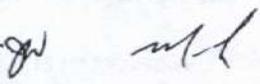
312 N. Main Street
Galena, IL 61036-2332

Chief of Police
Gerald L. Westemeier

(815) 777-2131
FAX (815) 777-4736

DATE: February 7, 2012

TO: City Administrator Mark Moran, Honorable
Mayor Terry Renner, & Members of the City
Council.

FROM: Chief Jerry Westemeier 

RE: Purchase of Tasers

As you are all aware of, on January 1, 2012, Officer Eric Hefel got into an altercation with Lucas Scharpf at 600 Gear Street. Eric ended up breaking his left ankle and another bone in his leg just below the knee. Eric will be off duty and collecting Workman's Compensation for the next four or five months.

I believe if the officers were carrying Tasers, this incident would have never ended up like this. The officers would have never had to go hands on with Scharpf.

I am asking your permission to purchase three X-2 Tasers, at an asking price of \$5,586.22 from Ray O'Herron Company. See attached invoice. Instead of getting four Tasers, I feel at this time we can get by with three.

Each officer who would carry a Taser would have to get certified, and recertified each year after.

The Galena Police Department is the only department that does not carry Tasers.

The \$5,586.22 will be taken out of our DUI Line Item.

Thank you for your consideration in this matter. I will be at the council meeting on February 13th to answer any questions you may have.

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CITY OF GALENA, ILLINOIS

312 1/2 North Main Street, Galena, Illinois 61036



MEMORANDUM

TO: Honorable Mayor Renner and City Council

FROM: Mark Moran, City Administrator *mm*

DATE: February 7, 2012

RE: Downtown Flower Baskets

We are nearing the time when a decision must be made about whether to continue the hanging flower baskets on Main Street. I am writing to summarize our costs for the last year's program and provide estimates for continuing the program this year.

This past summer was the first time the City was responsible for the baskets. Lisa Bastian of Head to Toe Sportswear spearheaded fundraising and donated \$2,715. The total project was \$5,615 as itemized in the following table.

Item	Cost
Flowers planted by Murphy Gardens	\$ 1,450
Labor for watering (twice a day most days)	\$ 2,850
Watering golf cart repairs	\$ 1,315
	<u>\$ 5,615</u>

We had major problems with the golf cart used for watering and the related expenses were high. This was the cart that the Galena Downtown Business Association donated to the City. At the end of July, the cart itself was totaled during the flooding. The watering tank and pump were not damaged. The City received insurance funds to replace the cart but the replacement has not been purchased pending a decision about continuing the flower basket program.

For the coming summer, I would expect the project costs to total \$7,100 as detailed in the following table.

Item	Cost
Flowers planted by local greenhouse	\$ 1,750
Labor for watering (twice a day most days)	\$ 2,850
New baskets at (50 @ \$50 each)	\$ 2,500
	<u>\$ 7,100</u>

We learned this year that the current baskets are too small to support large cascading flowers. The current baskets are also deteriorating. The baskets priced above are larger and designed for downtown street light applications. I would expect the new baskets to last for several years at least so the annual project cost would likely be less for a few years in the future.

The GDBA has indicated that they would make contribution of perhaps \$500 to the flower basket program. Lisa Bastian is willing to fundraise, but she is not confident in her ability to raise the necessary funds.

I seek your guidance about how to proceed.

CITY OF GALENA, ILLINOIS

312 1/2 North Main Street, Galena, Illinois 61036



MEMORANDUM

TO: Honorable Mayor Renner and City Council and City Administrator

FROM: Andy Lewis, City Engineer *AL. ml*

DATE: 6 February 2012

RE: Storm Pumping Station Upgrade

In August 2011 the city council gave approval for our consultant Strand Associates to proceed with engineering design for option 5 of possible improvements to the storm water pump station on Water Street. This option included: Installation of two 50 hp dry submersible pumps (pumping capacity 16 cfs), retainage of existing two 12 inch discharge pipes, installation of a motorized sluice gate closure and provision of a backup generator with related control system and SCADA upgrades. Total cost was \$414,000.

We recently met with Mike Bridwell of Strand to discuss the project and be updated on a variation to the selected option that will provide a better fit to our needs. The variation will propose only minor upgrade of the existing pumps and instead install a single 70 hp propeller pump situated in the wet well of the pump station. This will discharge directly into a re-lined storm sewer main via a pipe system and valves that can be isolated from the gravity sewer. The standby generator and automated sluice gate closure will require only minor design changes. This new pump arrangement, estimated at \$540,000 has many advantages, detailed as follows:

1. The propeller pump can be operated at the same time as the existing pumps, effectively doubling the capacity of the pumping system. This arrangement will also help with our FEMA accreditation which highlighted the need for additional pumping capacity to our system.
2. The propeller pump can be installed without affecting the operation of the existing pumps, allowing the pump station to operate as normal. Shutting-down the pump station for an upgrade was always been a concern because recent storms and increasing river levels have demonstrated how quickly these spontaneous events can occur.
3. The start level on the new pump will be set about 2 feet lower than the existing pumps which will allow pumping to commence sooner and help eliminate build-up of flood water in the downtown area. The storm in July 2011 resulted in ponding water at most intersections on Commerce Street and in front of the Old Post Office. The new pump will help prevent these and other related flooding events.
4. The existing pumps would only be used as back-up when needed. This decreased use would reduce wear and provide the opportunity for later upgrade when needed.
5. The re-lined discharge main will have a 20% greater capacity than the existing corrugated steel gravity sewer.

Although the proposed pump system is more expensive than the previous option I believe it will provide greater protection from flooding in the downtown area, and I recommend we proceed with this design option. The cost of this system will be included in the forthcoming budget.

CITY OF GALENA, ILLINOIS

312 1/2 North Main Street, Galena, Illinois 61036



MEMORANDUM

TO: Honorable Mayor Renner and City Council

FROM: Mark Moran, City Administrator *[Signature]*

DATE: February 1, 2012

RE: Bond Refunding—Underwriter Contract

At the January 9 meeting of the City Council, you considered a proposal from Robert W. Baird & Co. (Baird) to serve as underwriter for the refunding of our Series 2003 Bonds. Instead of contracting with Baird, you voted to solicit competitive proposals for the underwriting services needed by the City to complete the refunding. On January 10, I prepared and distributed a request for proposals to Baird and two other firms specializing in refundings. Formal responses from all three firms were received by the January 31 deadline. I am writing to summarize the proposals and recommend moving forward with the refunding.

The purpose of refunding would be to save the City money over time. By executing the refunding the City would pay off the remaining 10 years of bonded debt and sell new 10-year bonds to replace the capital requirement. A significant cost savings to the City would occur when the new bonds are issued at a significantly lower interest rate than the current bonds.

Proposals were received from First Midstate Inc., Oppenheimer & Co., Inc., and Baird. The underwriting fees charged by each firm are presented in Table 1 and are calculated per \$1,000 of bond value in the proposed sale. First Midstate has the lowest fee of \$7.00 per \$1,000 and \$18,515 for the entire issue.

Table 1. Underwriter Fee Comparison

	First Midstate	Oppenheimer	Robert W. Baird
Underwriter's Fee Per \$1,000 of Bond Value	\$7.00	\$7.25	\$9.00
TOTAL FEE*	\$18,515	\$19,176	\$23,805

*Based on Bond Face Value (PAR) of \$2,645,000

In addition to the fee charged by the underwriter there are other costs of issuance that effectively reduce the amount of savings to be achieved by the City. The other fees are listed in Table 2 on the following page and combined with the underwriting fee represent the total cost of issuance. With a total cost of \$48,426, Oppenheimer presented the lowest total cost for the issuance of the debt. All costs would be covered in the sale of the new bonds so there would not be any out of pocket expenses for the City.

Table 2. Total Cost of Issuance Comparison

	First Midstate	Oppenheimer	Robert W. Baird
Underwriter	\$ 18,515	\$ 19,176	\$ 23,805
Bond Counsel	\$ 20,000	\$ 20,000	\$ 20,000
S & P Rating Service	\$ 7,900	\$ 7,500	\$ 8,000
Defeasance Report	\$ 5,000	\$ 0	\$ 0
Escrow Agent	\$ 500	\$ 0	\$ 1,000
Paying Agent	\$ 250	\$ 750	\$ 700
Other Fees	\$ 700	\$ 1,000	\$ 4,100
TOTAL COST	\$ 52,865	\$ 48,426	\$ 57,605

*Based on Bond Face Value (PAR) of \$2,645,000

Importantly, each firm was asked to present a refunding scenario based on current market interest rates and the firm's ability to sell the new bonds to achieve the lowest possible rate for the City. As a summary feature of each scenario, the firms were asked to calculate the True Interest Cost (TIC) of the debt. The TIC represents the actual interest cost over the full term of the debt and includes all costs. The TIC is also the main component in calculating the net savings to the City from the refunding.

As shown in Table 3, all three firms would expect to achieve a True Interest Cost below 2.4% in the current market. Oppenheimer presented the lowest TIC of 2.276% and the greatest net savings to the City of \$157,973.

Table 3. Estimated Savings at Current Interest Rates

	First Midstate	Oppenheimer	Robert W. Baird
True Interest Cost Estimate	2.332%	2.276%	2.181%*
Net Savings to City	\$133,904	\$157,973	\$146,982

*Insured financing

Conclusions

All three firms are very qualified to serve as underwriter for our bond issue. In the end we have to ask ourselves which firm could be expected to do the best job of marketing our bonds to achieve the lowest possible interest cost? A related critical consideration is which firm would be most effective at assisting us to maintain or improve our debt rating of A+. The debt rating would be reviewed by Standard and Poor's (S&P) during the refunding process. A drop of even one notch of our rating could significantly reduce our net savings.

After reviewing all three proposals, I believe those from Oppenheimer and Baird stand out as most impressive and most thorough. Based strictly on the underwriting fee and the total cost of issuance, Oppenheimer would be the preferred firm. However, I believe Baird displayed in their proposal an exceptional understanding of the City of Galena financial position and our refunding options. I was particularly impressed by their attention to maintaining our S&P rating. While the Baird costs would be higher than the other firms, I would feel most comfortable with their expertise as we move through the

refunding process. I believe their previous experience with the City of Galena would translate to a positive rating process and a very good interest outcome for the City.

Other Financing Considerations

With interest rates at historically low levels, the refunding process offers an opportunity to borrow for other projects at otherwise unachievable interest rates. I believe the Meeker Street bridge project, the solar project, and the downtown flood pump project are candidates for being added to the bond issue.

The committee that studied options for the Meeker Street bridge replacement will present their report at Monday's council meeting. The replacement options begin at \$280,000. An amount up to the cost of the option selected by the council could be added to the bond issue. Remember, we expect to save approximately \$150,000 over the next 10 years as a result of the refunding. This savings could fund approximately half of the new bridge cost. If \$300,000 were borrowed at the expected interest rate of 2.2%, the principal and interest payments would add \$19,050 per year for 10 years to our current debt service requirements.

The solar project has grant funding of \$908,820 or up to 60% of the total project cost. If we were to maximize the grant funds, the City match would be \$605,880. The actual project cost will not be known until late this month when the bids are submitted. I suggest you consider adding as much as \$600,000 of the City's required match to the proposed bond issue. I am unaware of any lower interest rate than the 2.2% expected from the refunding. The debt service would be retired from the savings resulting from reduction of power purchased from the utility. When we evaluate the solar project bids, a more detailed cost/benefit analysis of the project will be presented. This analysis will include a recommendation for the exact amount to borrow and the expected return on investment. The other option would be to offer the borrowing to our local banks who have already expressed interest in financing the solar project.

Finally, the design for the downtown flood pump upgrades is nearing completion. Strand Associates has developed a new option that would begin pumping storm water approximately two feet lower than with the current pumps and at significantly increased rate. The estimated cost for the project is \$540,000. With the costs of the Gear Street project expected to occur during the same budget year, I propose to borrow \$275,000 for the pump project. The debt would be repaid with the streets sales tax revenue. The remainder of the pump project and Gear Street project would be funded with cash from the streets sales tax fund.

If you were to add all three projects to the refunding, it would add \$1,175,000. The underwriting fee for the added borrowing would be \$10,575 and would be incorporate into the debt. I would not expect the other expenses to increase.

Please contact me should you have any questions. I look forward to your discussion regarding these important issues.

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CITY OF GALENA, ILLINOIS

REQUEST FOR PROPOSALS

FOR

REFUNDING OF SERIES 2003 GENERAL OBLIGATION BONDS

Distributed: January 10, 2012

Responses Due: January 31, 2012

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**CITY OF GALENA, ILLINOIS
REQUEST FOR PROPOSALS**

Refunding of Series 2003 General Obligation Bonds

I. INTRODUCTION

A. Objectives

The objective of this Request for Proposal (the "RFP") is to select a firm to serve the City of Galena, Illinois (the "City") in the role of Underwriter for the City's proposed refunding of the General Obligation Bonds (Alternate Revenue Source), Series 2003 ("Series 2003 Bonds"), originally issued in the amount of \$5,085,000 on July 29, 2003 to fund five public works projects in the City of Galena.

As of December 30, 2011, the outstanding par amount for the Series 2003 Bonds was \$2,865,000 with a final maturity of December 30, 2022.

B. Proposal Instructions

1. Sealed Proposal

Two (2) copies of the response to this RFP should be submitted on or before **11:00 A.M. on Tuesday, January 31, 2012** per the following instructions:

Two copies to:

Mark Moran, City Administrator
City of Galena, Illinois
312 ½ North Main Street
Galena, Illinois 61036

The City reserves the right to reject any and all proposals, to waive any informalities or irregularities in any proposals received, to re-advertise for proposals, or take any other such actions that may be deemed to be in the best interest of the City.

2. Proposal Response

Each proposal should address all pertinent areas and be specific. Any conditions should be clearly stated.

The failure to disclose substantive terms, conditions and covenants may be considered cause for the Proposer's proposal to be rejected by the City.

3. Questions, Additional Information

Proposers, their agents and/or associates shall refrain from contacting or soliciting any member of the Galena City Council regarding this RFP during the selection process. Failure to comply with this provision may result in the disqualification of the Proposer. All requests relating to clarifications or additional information are to be directed to Mark Moran, City Administrator, at the above mentioned address.

4. Tentative Schedule

The City will attempt to adhere to the following schedule:

January 10, 2012	RFP Issued
January 31, 2012	Written responses due prior to 11:00 A.M. CST
February 1-6, 2012	Evaluation Committee review
February 6, 2012	Recommendation presented to City Council by Evaluation Committee
February 10, 2012	Execute letter of engagement with selected Underwriter
TBD	Closing

The City reserves the right to alter scheduled dates if necessary.

II. PROPOSAL FORMAT AND CONTENT

Proposals should be organized according to the following tabs and should address each of the following items. Proposals will be evaluated on the basis of cost and compliance with the proposed structure and terms as outlined hereafter.

TAB 1: Firm's Introduction:

- a. Provide a brief history of the firm and overview including ownership, size, capital position, location of the office responsible for providing the required debt underwriter services.
- b. Include resumes for specific team members that will be assigned to the refunding. Please include anticipated responsibilities, current workload, and ability to appropriately service this account. Any experience outside your firm should be identified in the respective individual's resume.

TAB 2: Experience

- a. List relevant firm and individual experience with bond refundings.
- b. Provide three references from similar transactions. Include contact name, title, address, and phone number.
- c. Discuss any innovative financing structures for the refunding in question to minimize the interest rate of the financing in question.

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TAB 3: Underwriting Capabilities

- a. Comment on your distribution capabilities in Illinois and the Midwestern United States. Summary statement should include the location and number of offices and financial consultants who will market the bonds.
- b. Identify likely purchasers of the bonds and the general percentage or breakdown by group (e.g. retail, institutional).

TAB 4: Plan of Finance

- a. Present your proposed underwriter fee, expenses and all other components of gross costs, including, but not limited to escrow agent fees, rating agency fees, printing fees, and paying agent fees. Assume the refunding bonds are uninsured and receive an underlying rating of "A+" from S&P. However, also consider the feasibility of bond insurance and include as an alternative in your response.
- b. Scales should be provided based on a current market reoffering, current market plus 10 bps, and current market minus 10 bps. Assume that the bond counsel fee will be \$20,000. The City will contract separately for bond counsel. **YOUR FIRM'S RESPONSE MUST INCLUDE THE PAR REFUNDED, A TRUE INTEREST COST PERCENTAGE WHICH REFLECTS THE TOTAL COST OF FUNDS, THE GROSS SAVINGS, THE PRESENT VALUE SAVINGS, AND A DEBT SERVICE SCHEDULE FOR THE RECOMMENDED FINANCING APPROACH.** Please be sure to clearly state any assumptions about the refunding scenario in your proposal.

- c. Include a task schedule from the award of contract to closing assuming no special City Council meetings are conducted. The City Council meets the second and fourth Monday of each month. All ordinances require at least two readings at two separate meetings unless the second reading is waived by a vote of the council. An ordinance may be adopted at the same meeting as the second reading.

TAB 5. Additional Information

- a. Provide any additional information you feel will be helpful to the City in evaluating your qualifications to serve as Underwriter.
- b. Provide a statement of assurance that your firm has not been and is not presently in violation of any statutes or regulatory rules that might impact your firm's operations.
- c. Provide information on the nature and magnitude of any litigation in which your firm has been a party during the past three (3) years. Also include information on any pending litigation.

The Proposer is solely responsible for the accuracy and completeness of its solicitation response. The Proposer's errors or omissions, if any, are solely at the risk of the Proposer and may be grounds for the City's consideration of the solicitation response being non-responsive.

By submitting a response to this Request for Proposal, Proposer acknowledges and agrees to be bound by each condition and requirement included in this Request for Proposal.

III. INSTRUCTIONS TO PROPOSERS

- A. Proposers shall thoroughly examine and be familiar with the proposal specifications. Failure of any Proposer to receive or examine this document shall in no way relieve any Proposer of obligations pertaining to this proposal or the subsequent contract.

- B. Any changes or modifications to the proposal specifications may result in the rejection of the proposal as not being responsive to this RFP. Additional terms and conditions included with the RFP response may be evaluated or considered. If submitted either purposely through intent or design or inadvertently appearing separately in transmittal letters, specifications, literature, price lists or warranties, it is understood and agreed that the general and special conditions in this proposal solicitation are the primary conditions applicable to this RFP. Any and all such additional terms and conditions will have secondary force and effect and are as they meet the City's needs applicable.

- C. The responsibility for delivering the proposal to the City on or before the specified date and time will be solely and strictly the responsibility of the Proposer. The City will in no way be responsible for delays caused by the United States Post Office or a delay caused by any other occurrence. Offers by email, telephone or fax will not be accepted.

- D. The response deadline will be strictly observed. Under no circumstances will a proposal delivered after the time specified be considered. Such proposals will be returned to the Proposer unopened.

- E. Any submitted solicitation response, shall in its entirety, remain a valid solicitation response for 120 calendar days after the response submission date.

- F. The City reserves the right to reject the proposal of any Proposer who has previously failed in the proper performance of a contract or to deliver on time other contracts similar in nature, or who is not in a position to perform properly under this contract.

- G. Federal, state, county and local laws, ordinances, rules and regulations that in any manner affect the items covered herein will apply. Lack of knowledge by the Proposer will in no way be a cause for relief from responsibility under the laws or rules in effect.

- H. No successful Proposer may assign any portion of the contractual agreement between the parties without prior written authorization from the City.

- I. Changes to the RFP may be made by and only at the sole discretion of the City.

- J. Warranties - The Proposer, in submission of its proposal, warrants to the City that it will comply with all applicable federal, state and local laws, regulations and orders in providing the services under the proposed documents.

- K. Negotiation - After a finalist is selected, the City will negotiate an agreement that will be in the City's best interest. The Agreement will cover all aspects of the proposal described herein.

IV. OTHER INFORMATION

- A. The City reserves the right to accept or reject any and all proposals, to waive any irregularities or informalities in any proposal or in the proposing and to accept or reject any items or combination of items in any proposal. The award will be made to the institution whose response complies with all of the requirements set forth in this RFP and whose proposal, in the sole opinion of the City, is in the best interest of the City taking into consideration all aspects of the Proposer's response.

B. In the event that the successful Proposer does not execute a contract within a timeframe acceptable to the City, the City may give notice of its intent to award the proposal to the next most qualified Proposer or to call for new proposals and proceed accordingly.

[End of RFP]

CITY OF GALENA, ILLINOIS

312 1/2 North Main Street, Galena, Illinois 61036



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MEMORANDUM

TO: Honorable Mayor Renner and City Council

FROM: Mark Moran, City Administrator *mm*

DATE: February 1, 2012

RE: Bond Refunding—Bond Counsel Contract

If you agree to move forward with the refunding of the 2003 Series bonds, legal services from a firm specializing in bond issues would be required. As discussed at the January 9 meeting, the City has utilized the firm of Chapman and Cutler for all past bond issues. I obtained the attached proposal from the firm to represent the City on the proposed refunding.

Based on the preliminary refunding plan, the cost of services from Chapman and Cutler would not exceed \$20,000. This amount was included in each of the underwriting proposals to be evaluated at Monday's meeting.

If you choose to move forward with the refunding, I recommend contracting with Chapman and Cutler for an amount not to exceed \$20,000. I also recommend directing the selected underwriter to attempt to negotiate a lower fee on behalf of the City.

January 11, 2012

VIA UPS AND EMAIL

Mr. Mark Moran
City Administrator
312 1/2 North Main Street
Galena, Illinois 61036

Re: City of Galena, Jo Daviess County, Illinois,
Proposed General Obligation Refunding Bonds
(Alternate Revenue Source), Series 2012

Dear Mark:

We are pleased to provide an engagement letter for our services as bond counsel for the bonds in reference (the "*Bonds*"). For convenience and clarity, we may refer to the City of Galena, Jo Daviess County, Illinois (the "*City*") in its corporate capacity and to you, the City officers (including the City Council of the City), employees, and general and special counsel to the City, collectively as "*you*" (or the possessive "*your*"). You have advised us that the purpose of the issuance of the Bonds, briefly stated, is to refund a certain obligation heretofore issued by the City and now outstanding. You are retaining us for the limited purpose of rendering our customary approving legal opinion as described in detail below.

A. DESCRIPTION OF SERVICES

As Bond Counsel, we will work with you and the following persons and firms: the underwriters or other bond purchasers who purchase the Bonds from the City (all of whom are referred to as the "*Bond Purchasers*") and counsel for the Bond Purchasers, financial advisors, trustee, paying agent and bond registrar and their designated counsel (you and all of the foregoing persons or firms, collectively, the "*Participants*"). We intend to undertake each of the following as necessary:

1. Review relevant Illinois law, including pending legislation and other recent developments, relating to the legal status and powers of the City or otherwise relating to the issuance of the Bonds.

2. Obtain information about the Bond transaction and the nature and use of the facilities or purposes to be financed (the "*Project*") or, for any portion of the Bonds to be issued

Chapman and Cutler LLP

Mr. Mark Moran

January 11, 2012

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for refunding purposes, the facilities or purposes financed with the proceeds of the bonds to be refunded (the "Prior Project").

3. Review the proposed timetable and consult with the Participants as to issuance of the Bonds in accordance with the timetable.

4. Consider the issues arising under the Internal Revenue Code of 1986, as amended, and applicable tax regulations and other sources of law, relating to the issuance of the Bonds on a tax-exempt basis; these issues include, without limitation, ownership and use of the Project or Prior Project, use and investment of Bond proceeds prior to expenditure, and security provisions or credit enhancement relating to the Bonds.

5. Prepare or review major Bond documents, including tax compliance certificates, review the bond purchase agreement, if applicable, and, at your request, draft descriptions of the documents which we have drafted. We understand that the Bond Purchasers have undertaken to independently perform their due diligence investigation with respect to the Bonds. As Bond Counsel, we assist you in reviewing only those sections of the official statement or any other disclosure document to be disseminated in connection with the sale of the Bonds involving the description of the Bonds, the security for the Bonds, and the description of the federal tax exemption of interest on the Bonds and, if applicable, the "bank-qualified" status of the Bonds.

6. Prepare or review all pertinent proceedings to be considered by the City Council of the City; confirm that the necessary quorum, meeting and notice requirements are contained in the proceedings, and draft pertinent excerpts of minutes of the meetings relating to the financing.

7. Attend or host such drafting sessions and other conferences as may be necessary, including a preclosing, if needed, and closing; and prepare and coordinate the distribution and execution of closing documents and certificates, opinions and document transcripts.

8. Render our legal opinion regarding the validity of the Bonds, the source of payment for the Bonds, and the federal income tax treatment of interest on the Bonds, which opinion (the "Bond Opinion") will be delivered in written form on the date the Bonds are exchanged for their purchase price (the "Closing"). The Bond Opinion will be based on facts and law existing as of its date. Please see the discussion below at part D. Please note that our opinion represents our legal judgment based upon our review of the law and the facts so supplied to us that we deem relevant and is not a guarantee of a result.

Chapman and Cutler LLP

Mr. Mark Moran
January 11, 2012
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B. LIMITATIONS; SERVICES WE DO NOT PROVIDE

Our duties as Bond Counsel are limited as stated above. Consequently, unless otherwise agreed pursuant to a separate engagement letter, our duties *do not* include:

1. Giving any advice, opinion or representation as to the financial feasibility or the fiscal prudence of issuing the Bonds, advice estimating or comparing the relative cost to maturity of the Bonds depending on various interest rate assumptions, or advice recommending a particular structure as being financially advantageous under prevailing market conditions, or financial advice as to any other aspect of the Bond transaction, including, without limitation, the undertaking of the Project, the investment of Bond proceeds, the making of any investigation of or the expression of any view as to the creditworthiness of the City, of the Project or of the Bonds or the form, content, adequacy or correctness of the financial statements of the City. We will not offer you financial advice in any capacity beyond that constituting services of a traditionally legal nature.

2. Except as described in Paragraph (A)(5) above, assisting in the preparation or review of an official statement or any other disclosure document with respect to the Bonds or performing an independent investigation to determine the accuracy, completeness or sufficiency of any such document or rendering any advice, view or comfort that the official statement or other disclosure document (which may be referred to as the "Official Statement") does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements contained therein, in light of the circumstances under which they were made, not misleading. Please see our comments below at paragraphs (D)(5) and (D)(6).

3. Independently establishing the veracity of certifications and representations of you or the other Participants. For example, we will not review the data available on the Electronic Municipal Market Access system website created by the Municipal Securities Rulemaking Board (and commonly known as "EMMA") to verify the information relating to the Bonds to be provided by the Bond Purchasers, and we will not undertake a review of your website to establish that information contained corresponds to that you provide independently in your certificates or other transaction documents.

4. Supervising any state, county or local filing of any proceedings held by the City Council of the City incidental to the Bonds.

5. Preparing any of the following — requests for tax rulings from the Internal Revenue Service, blue sky or investment surveys with respect to the Bonds, state legislative amendments, or pursuing test cases or other litigation.

Chapman and Cutler LLP

Mr. Mark Moran
January 11, 2012
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6. Opining on securities laws compliance or as to the continuing disclosure undertaking pertaining to the Bonds; and, after the execution and delivery of the Bonds, providing advice as to any Securities and Exchange Commission investigations or concerning any actions necessary to assure compliance with any continuing disclosure undertaking.

7. After Closing, providing continuing advice to the City or any other party concerning any actions necessary to assure that interest paid on the Bonds will continue to be tax-exempt; *e.g.*, we will not undertake rebate calculations for the Bonds without a separate engagement for that purpose, we will not monitor the investment, use or expenditure of Bond proceeds or the use of the Project or Prior Project, and we are not retained to respond to Internal Revenue Service audits.

8. Any other matter not specifically set forth above in Part A.

C. ATTORNEY-CLIENT RELATIONSHIP; REPRESENTATION OF OTHERS

Upon execution of this engagement letter, the City will be our client, and an attorney-client relationship will exist between us. However, our services as Bond Counsel are limited as set forth in this engagement letter, and your execution of this engagement letter will constitute an acknowledgment of those limitations. Also please note that the attorney-client privilege, normally applicable under State law, may be diminished or non-existent for written advice delivered with respect to Federal tax law matters.

From time to time we represent in a variety of capacities and consult with most underwriters, investment bankers, credit enhancers such as bond insurers or issuers of letters of credit, ratings agencies, investment providers, brokers of financial products, financial advisors, banks and other financial institutions, and other persons who participate in the public finance market on a wide range of issues. We may represent the Bond Purchasers in other matters not related to the Bond transaction. Prior to execution of this engagement letter, we may have consulted with one or more of such firms regarding the Bonds including, specifically, the Bond Purchasers. We are advising you, and you understand that the City consents to our representation of it in this matter, notwithstanding such consultations, and even though parties whose interests are or may be adverse to the City in this transaction are clients in other unrelated matters. Neither our representation of the City nor such additional relationships or prior consultations will affect, however, our responsibility to render an objective Bond Opinion.

Your consent does not extend to any conflict that is not subject to waiver under applicable Rules of Professional Conduct (including Circular 230 discussed below), or to any matter that involves the assertion of a claim against the City or the defense of a claim asserted by the City. In addition, we agree that we will not use any confidential non-public information

Chapman and Cutler LLP

Mr. Mark Moran
January 11, 2012
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received from you in connection with this engagement to your material disadvantage in any matter in which we would be adverse to you.

Further, this engagement letter will also serve to give you express notice that we represent many other municipalities, school districts, park districts, counties, townships, special districts and units of local government both within and outside of the State of Illinois and also the State itself and various of its agencies and authorities (collectively, the "*governmental units*"). Most but not all of these representations involve bond or other borrowing transactions. We have assumed that there are no controversies pending to which the City is a party and is taking any position which is adverse to any other governmental unit, and you agree to advise us promptly if this assumption is incorrect. In such event, we will advise you if the other governmental unit is our client and, if so, determine what actions are appropriate. Such actions could include seeking waivers from both the City and such other governmental unit or withdrawal from representation.

The City will have its general or special counsel available as needed to provide advocacy in the Bond transaction and has had the opportunity to consult with such counsel concerning the conflict consents and other provisions of this letter; and that other Participants will retain such counsel as they deem necessary and appropriate to represent their interests.

D. OTHER TERMS OF THE ENGAGEMENT; CERTAIN OF YOUR UNDERTAKINGS

Please note our understanding with respect to this engagement and your role in connection with the issuance of the Bonds.

1. In rendering the Bond Opinion and in performing any other services hereunder, we will rely upon the certified proceedings and other certifications you and other persons furnish to us. Other than as we may determine as appropriate to rendering the Bond Opinion, we are not engaged and will not provide services intended to verify the truth or accuracy of these proceedings or certifications. We do not ordinarily attend meetings of the City Council at which proceedings related to the Bonds are discussed or passed unless special circumstances require our attendance.

2. The factual representations contained in those documents which are prepared by us, and the factual representations which may also be contained in any other documents that are furnished to us by you are essential for and provide the basis for our conclusions that there is compliance with State law requirements for the issue and sale of valid Bonds and with the Federal tax law for the tax exemption of interest paid on the Bonds. Accordingly, it is important for you to read and understand the documents we provide to you because you will be confirming

Chapman and Cutler LLP

Mr. Mark Moran
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the truth, accuracy and completeness of matters contained in those documents at the issuance of the Bonds.

3. If the documents contain incorrect or incomplete factual statements, you must call those to our attention. We are always happy to discuss the content or meaning of the transaction documents with you. Any untruth, inaccuracy or incompleteness may have adverse consequences affecting either the tax exemption of interest paid on the Bonds or the adequacy of disclosures made in the Official Statement under the State and Federal securities laws, with resulting potential liability for you. During the course of this engagement, we will further assume and rely on you to provide us with complete and timely information on all developments pertaining to any aspect of the Bonds and their security. We understand that you will cooperate with us in this regard.

4. You should carefully review all of the representations you are making in the transaction documents. We are available and encourage you to consult with us for explanations as to what is intended in these documents. To the extent that the facts and representations stated in the documents we provide to you appear reasonable to us, and are not corrected by you, we are then relying upon your signed certifications for their truth, accuracy and completeness.

5. Issuing the Bonds as "securities" under State and Federal securities laws and on a tax-exempt basis is a serious undertaking. As the issuer of the Bonds, the City is obligated under the State and Federal securities laws and the Federal tax laws to disclose all material facts. The City's lawyers, financial advisors and bankers can assist the City in fulfilling these duties, but the City in its corporate capacity, including your knowledge, has the collective knowledge of the facts pertinent to the transaction and the ultimate responsibility for the presentation and disclosure of the relevant information. Further, there are complicated Federal tax rules applicable to tax-exempt bonds. The Internal Revenue Service has an active program to audit such transactions. The documents we prepare are designed so that the Bonds will comply with the applicable rules, but this means you must fully understand the documents, including the representations and the covenants relating to continuing compliance with the federal tax requirements. Accordingly, we want you to ask questions about anything in the documents that is unclear.

6. As noted, the members of the City Council also have duties under the State and Federal securities and tax laws with respect to these matters and should be knowledgeable as to the underlying factual basis for the bond issue size, use of proceeds and related matters.

7. We are also concerned about the adoption by the City of the gift ban provisions of the State Officials and Employees Ethics Act, any special ethics or gift ban ordinance, resolution, bylaw or code provision, any lobbyist registration ordinance, resolution, bylaw or code

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provision, or any special provision of law or ordinance, resolution, bylaw or code provision relating to disqualification of counsel for any reason. We are aware of the provisions of the State Officials and Employees Ethics Act and will assume that you are aware of these provisions as well and that the City has adopted proceedings that are only as restrictive as such Act. However, if the City has stricter provisions than appear in such Act or is subject to or has adopted such other special ethics, lobbyist or disqualification provisions, we assume and are relying upon you to advise of same.

E. FEES

As is customary, we will bill our fees as Bond Counsel on a transactional basis instead of hourly. Disbursements and other non-fee charges are included in our fees for professional services. Factors which affect our billing include: (a) the amount of the Bonds; (b) an estimate of the time necessary to do the work; (c) the complexity of the issue (number of parties, timetable, type of financing, legal issues and so forth); (d) recognition of the partially contingent nature of our fee, since it is customary that in the case no financing is ever completed, we render a greatly reduced statement of charges; and (e) a recognition that we carry the time for services rendered on our books until a financing is completed, rather than billing monthly or quarterly.

Based upon our current understanding of the terms, structure, size and schedule of the proposed financing, the duties we will undertake pursuant to this engagement letter, the time we estimate will be necessary to effectuate the transaction and the responsibilities we will assume, we expect that our fee will be not in excess of \$20,000.

If, at any time, we believe that circumstances require an adjustment of our original fee estimate, we will consult with you and prepare an amendment to this engagement letter. Our statement of charges is customarily rendered and paid at Closing, or in some instances upon or shortly after delivery of the bond transcripts; we generally do not submit any statement for fees prior to the Closing, except in instances where there is a substantial delay from the expected timetable. In such instances, we reserve the right to present an interim statement of charges. If, for any reason, the Bonds are not issued or are issued without the rendition of our Bond Opinion as bond counsel, or our services are otherwise terminated, we expect to negotiate with you a mutually agreeable compensation.

The undersigned will be the attorney primarily responsible for the firm's services on this Bond issue, with assistance as needed from other members of our bond, securities and tax departments.

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F. RISK OF AUDIT BY INTERNAL REVENUE SERVICE

The Internal Revenue Service (the "Service") has an ongoing program of auditing tax-exempt obligations to determine whether, in the view of the Service, interest on such tax-exempt obligations is excludable from gross income of the owners for federal income tax purposes. We can give no assurances as to whether the Service might commence an audit of the Bonds or whether, in the event of an audit, the Service would agree with our opinions. If an audit were to be commenced, the Service may treat the City as the taxpayer of purposes of the examination. As noted in paragraph 6 of Part B above, the scope of our representation does not include responding to such an audit. However, if we were separately engaged at the time, and subject to the applicable rules of professional conduct, we may be able to represent the City in the matter.

G. TREASURY CIRCULAR 230

We wish to call to your attention the publication by the U.S. Department of the Treasury ("*Treasury*") of certain amendments to Circular 230, rules of professional conduct governing the practice of attorneys and other tax advisors before the Internal Revenue Service. Certain of these rules became effective September 26, 2007, June 21, 2005, and earlier (collectively, the "*Final Regulations*"). A portion of these rules relating to tax-exempt or tax-credit bonds remain in proposed form (the "*Proposed Regulations*"). The Final Regulations specifically exclude "state or local bond opinions" (as defined in Notice 2005-47, issued June 7, 2005) from the specific content requirements of the Final Regulations, but only until the Proposed Regulations are made final and become effective.

When the Proposed Regulations for "state or local bond opinions" are made final and become effective, and if these regulations are made final in the form now proposed, extensive and lengthy changes to the form of bond opinions and other written tax advice, as well as different or additional disclosures in the Official Statement, may be required. These new requirements may entail increased time for all transaction participants and are likely to increase costs. If those requirements become applicable to opinions or other written tax advice we are expected to render hereunder, we reserve the right to increase our fees appropriately, subject to consultation with and agreement by you.

As noted, the Proposed Regulations with respect to "state or local bond opinions" have not been finalized by Treasury. They will not be applicable until 120 days after they are made final and published. We are unable to predict when the Proposed Regulations may be made final or what they may require. We are following actions with respect to the Proposed Regulations, and are happy to discuss their status and possible impact on your proposed transaction with you.

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In addition to governing the form and content of written tax advice, the Final Regulations provide rules for tax practitioners regarding conflicts of interest and related consents that in some respects are stricter than applicable state rules of professional conduct which otherwise apply. In particular, the Final Regulations require your consent to conflicts of interest to be given in writing within 30 days of the date of this letter. If we have not received all of the required written consents by this date, we may be required under the Final Regulations to "promptly withdraw from representation" of the City in this matter.

H. END OF ENGAGEMENT AND POST ENGAGEMENT; RECORDS

Our representation of the City and the attorney-client relationship created by this engagement letter will be concluded upon the issuance of the Bonds. Nevertheless, subsequent to the Closing, we will prepare and provide a bond transcript in a CD-ROM format pertaining to the Bonds and make certain that a Federal Information Reporting Form 8038-G is filed.

Please note that you are engaging us as special counsel to provide legal services in connection with a specific matter. After the engagement, changes may occur in the applicable laws or regulations, or interpretations of those laws or regulations by the courts or governmental agencies, that could have an impact on your future rights and liabilities. Unless you engage us specifically to provide additional services or advice on issues arising from this matter, we have no continuing obligation to advise you with respect to future legal developments.

This will be true even though as a matter of courtesy we may from time to time provide you with information or newsletters about current developments that we think may be of interest to you. While we would be pleased to represent you in the future pursuant to a new engagement agreement, courtesy communications about developments in the law and other matters of mutual interest are not indications that we have considered the individual circumstances that may affect your rights or have undertaken to represent you or provide legal services.

At your request, to be made at or prior to Closing, any other papers and property provided by the City will be promptly returned to you upon receipt of payment for our outstanding fees and client disbursements. All other materials shall thereupon constitute our own files and property, and these materials, including lawyer work product pertaining to the transaction, will be retained or discarded by us at our sole discretion.

We call your attention to the City's own record keeping requirements as required by the Internal Revenue Service. Answers to frequently asked questions pertaining to those requirements can be found on the IRS website under frequently asked questions related to tax-exempt bonds at www.irs.gov (click on "Tax Exempt Bond Community", then "Frequently

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Asked Questions”), and it will be your obligation to comply for at least as long as any of the Bonds (or any future bonds issued to refund the Bonds) are outstanding, plus three years.

I. YOUR SIGNATURE REQUIRED

If the foregoing terms are acceptable to you, please so indicate by returning the enclosed copy of this engagement letter dated and signed by an authorized officer not later than the date which is 30 days after the date of this letter, retaining the original for your files. We will provide copies of this letter to certain of the Participants to provide them with an understanding of our role. We look forward to working with you.

Very truly yours,

CHAPMAN AND CUTLER LLP

By Patricia M. Curtner
Patricia M. Curtner

Accepted and Approved:

CITY OF GALENA,
JO DAVIESS COUNTY, ILLINOIS

By: _____

Title: _____

Date: _____, 2012.

Special Note: This letter must be signed and returned within 30 days of the date of this letter.

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Invoice No	Vendor Name Seq Type	Description	Vendor No	Inv Date	Total Cost	PO No	GL Acct
AT & T (LOCAL)							
AT & T (LOCAL)			103				
020112	1 Inv	PHONE		02/01/2012	156.75		01.21.552.00
Total AT & T (LOCAL)					156.75		
BEN WIENEN EXCAVATING							
BEN WIENEN EXCAVATING			118887				
1399	1 Inv	HANDRAIL REPAIRS		01/27/2012	3,280.00		01.41.514.04
Total BEN WIENEN EXCAVATING					3,280.00		
BONNELL INDUSTRIES INC.							
BONNELL INDUSTRIES INC.			854				
0138941	1 Inv	OPERATING SUPPLIES		01/24/2012	887.46		01.41.652.00
0139313	1 Inv	07 STERLING DUMP		02/02/2012	90.29		01.41.613.05
0139314	1 Inv	BARRICADES		02/02/2012	332.40		01.41.652.04
0139314	2 Inv	BARRICADES		02/02/2012	180.00		01.41.613.01
Total BONNELL INDUSTRIES INC.					1,490.15		
CARGILL, INC.							
CARGILL, INC.			119097				
2900368619	1 Inv	SALT		01/23/2012	1,713.47		01.41.614.07
2900371402	1 Inv	SALT		01/24/2012	3,423.54		01.41.614.07
2900374114	1 Inv	SALT		01/25/2012	3,552.01		01.41.614.07
Total CARGILL, INC.					8,689.02		
CEDAR CROSS OVERHEAD DOOR							
CEDAR CROSS OVERHEAD DOOR			588				
146934	1 Inv	FIX GARAGE DOOR		01/06/2012	393.65		01.13.511.01
147386	1 Inv	PUBLIC WORKS GARAGE		01/30/2012	100.10		01.41.511.00
Total CEDAR CROSS OVERHEAD DOOR					493.75		
COMELEC SERVICES INC.							
COMELEC SERVICES INC.			244				
0345927	1 Inv	RADIO		01/19/2012	21.50		01.41.512.01
Total COMELEC SERVICES INC.					21.50		
CONMAT, INC.							
CONMAT, INC.			1187				
77136	1 Inv	FIX TRAIL		01/18/2012	402.23		01.41.929.00
Total CONMAT, INC.					402.23		
DECKER SUPPLY CO., INC.							
DECKER SUPPLY CO., INC.			867				
872113	1 Inv	SIGNS & BARRICADES		01/31/2012	269.24		01.41.652.04
Total DECKER SUPPLY CO., INC.					269.24		
DETRICK, BRIAN							
DETRICK, BRIAN			119750				

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Invoice No	Vendor Name Seq Type	Vendor No	Description	Inv Date	Total Cost	PO No	GL Acct
020112	1 Inv		DEPOSIT REFUND	02/01/2012	200.00		58.54.929.00
Total DETRICK, BRIAN					200.00		
DIAMOND VOGEL PAINTS							
DIAMOND VOGEL PAINTS		119461					
227047970	1 Inv		TRAFFIC PAINT	01/13/2012	1,158.10		01.41.514.01
Total DIAMOND VOGEL PAINTS					1,158.10		
DIXON, R. K. CO.							
DIXON, R. K. CO.		1					
633448	1 Inv		COPIES MADE	01/25/2012	70.45		01.13.579.00
Total DIXON, R. K. CO.					70.45		
DOIG, KATHLEEN							
DOIG, KATHLEEN		119339					
512734	1 Inv		SOAP	02/07/2012	4.18		01.13.511.06
512734	2 Inv		MARKET HOUSE RESTRO	02/07/2012	310.00		01.13.511.06
Total DOIG, KATHLEEN					314.18		
DUBUQUE FIRE EQUIPMENT, INC.							
DUBUQUE FIRE EQUIPMENT, INC.		631					
61429	1 Inv		FIRE EXTINGUISHER CH	11/23/2011	75.00		22.22.652.00
Total DUBUQUE FIRE EQUIPMENT, INC.					75.00		
ELLIOTT EQUIPMENT COMPANY							
ELLIOTT EQUIPMENT COMPANY		119332					
114938	1 Inv		SWEEPER	02/02/2012	48.80		01.41.613.11
Total ELLIOTT EQUIPMENT COMPANY					48.80		
FISCHER EXCAVATING, INC.							
FISCHER EXCAVATING, INC.		25638					
011912	1 Inv		CHIPS	01/19/2012	668.80		15.41.614.01
Total FISCHER EXCAVATING, INC.					668.80		
FORT DEARBORN LIFE							
FORT DEARBORN LIFE		119500					
020112	1 Inv		EMPLOYEE LIFE INSURA	02/01/2012	262.66		01.13.452.00
Total FORT DEARBORN LIFE					262.66		
FRANK, DAVE							
FRANK, DAVE		153					
020112	1 Inv		SAFETY GLASSES REIME	02/01/2012	332.49		01.41.471.00
Total FRANK, DAVE					332.49		
G & K SERVICES							
G & K SERVICES		532					
020112	1 Inv		UNIFORM SERVICES	02/01/2012	657.45		01.41.579.02

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Invoice Register
Input Date(s): 01/24/2012 - 02/29/2012Page: 3
Feb 09, 2012 10:15am

Invoice No	Vendor Name Seq Type	Vendor No Description	Inv Date	Total Cost	PO No	GL Acct
Total G & K SERVICES				657.45		
GALENA CHAMBER/COMMERCE						
GALENA CHAMBER/COMMERCE 20						
020812	1 Inv	MY GREEN GALENA CON	02/08/2012	375.00		01.11.929.01
Total GALENA CHAMBER/COMMERCE				375.00		
GALENA CHRYSLER						
GALENA CHRYSLER 82						
45280	1 Inv	FIX CAR	12/30/2011	650.99		17.52.514.00
45363	1 Inv	MAINTENANCE- REPAIRS	01/04/2012	16.65		01.21.513.06
45566	1 Inv	MAINTENANCE- REPAIRS	01/20/2012	36.40		01.21.513.06
45594	1 Inv	REPAIRS SQUAD #4	01/25/2012	118.22		01.21.513.06
Total GALENA CHRYSLER				822.26		
GALENA FIRE DEPT.						
GALENA FIRE DEPT. 91						
012612	1 Inv	DEATH BENEFIT PLAN	01/26/2012	1,890.00		22.22.452.01
020112	1 Inv	POSTAGE	02/01/2012	14.87		22.22.551.00
020112	2 Inv	TRAINING & CONFERENC	02/01/2012	59.88		22.22.562.00
Total GALENA FIRE DEPT.				1,964.75		
GALENA GAZETTE						
GALENA GAZETTE 34						
00021271	1 Inv	PUBLIC NOTICE	01/19/2012	37.05		01.16.553.00
00021376	1 Inv	BID AD	01/27/2012	61.80		01.41.553.00
Total GALENA GAZETTE				98.85		
GALENA LAUN. & LINEN INC.						
GALENA LAUN. & LINEN INC. 84						
020112	1 Inv	FINANCE-LAUNDRY SER	02/01/2012	27.00		01.13.654.00
020112	2 Inv	FIRE DEPARTMENT	02/01/2012	42.50		22.22.538.01
020112	3 Inv	POLICE DEPARTMENT	02/01/2012	30.00		01.21.651.00
020112	4 Inv	TURNER HALL-RUG SER	02/01/2012	27.00		58.54.654.01
020112	5 Inv		02/01/2012	.00		59.55.654.00
Total GALENA LAUN. & LINEN INC.				126.50		
GALENA LUMBER CO.						
GALENA LUMBER CO. 85						
013112	1 Inv	BARICADES/SIGNS	01/31/2012	38.00		01.41.652.04
Total GALENA LUMBER CO.				38.00		
GALENA PORTA-POTTY, INC						
GALENA PORTA-POTTY, INC 908						
3317	1 Inv	BIKE TRAIL/PORTA POTT	01/27/2012	90.00		17.52.579.01
Total GALENA PORTA-POTTY, INC				90.00		

GASSER @ GALENA

TC = Terms Code 9 = 1099 Purchase Type

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Invoice No	Vendor Name Seq Type	Description	Vendor No	Inv Date	Total Cost	PO No	GL Acct
GASSER @ GALENA			24				
020112	1 Inv	MISC. SUPPLIES		02/01/2012	5.00		01.41.511.00
020112	2 Inv	MISC. SUPPLIES		02/01/2012	27.85		01.41.514.08
020112	3 Inv	MISC. SUPPLIES		02/01/2012	3.58		01.41.613.03
020112	4 Inv	MISC. SUPPLIES		02/01/2012	74.64		01.41.652.00
020112	5 Inv	MISC. SUPPLIES		02/01/2012	17.61		01.41.652.02
020112	6 Inv	MISC. SUPPLIES		02/01/2012	39.44		58.54.654.01
020112	7 Inv	MISC. SUPPLIES		02/01/2012	54.55		01.41.653.00
020112	8 Inv	MISC. SUPPLIES		02/01/2012	8.96		01.41.655.00
020112	9 Inv	MISC. SUPPLIES		02/01/2012	153.92		17.52.652.00
020112	10 Inv	MISC. SUPPLIES		02/01/2012	26.51		22.22.652.00
Total GASSER @ GALENA					412.06		
GRANT EQUIPMENT CO			351				
105772	1 Inv	TRACTOR		01/19/2012	42.68		01.41.613.07
Total GRANT EQUIPMENT CO					42.68		
GUY'S TRUCK & TRACTOR SERVICE			119033				
012512	1 Inv	VEHICLE MAINTENANCE		01/25/2012	44.20		20.25.513.00
Total GUY'S TRUCK & TRACTOR SERVICE					44.20		
HYDE, MARY BETH			101				
013012	1 Inv	TRAVEL REIMBURSEMEN		01/30/2012	156.62		01.14.562.00
Total HYDE, MARY BETH					156.62		
IL DEPARTMENT OF CMS (CRF)			118967				
T1223183	1 Inv	IN-SQUAD COMPUTER C		01/17/2012	232.60		01.21.542.00
Total IL DEPARTMENT OF CMS (CRF)					232.60		
INT'L ASSN OF ELECTRICAL INSP			253				
020112	1 Inv	DUES		02/01/2012	102.00		01.46.561.00
Total INT'L ASSN OF ELECTRICAL INSP					102.00		
INVENTORY TRADING COMPANY			772				
220227	1 Inv	CLOTHING/POLICE		01/23/2012	66.00		01.21.471.15
Total INVENTORY TRADING COMPANY					66.00		
J & R SUPPLY INCORPORATED			951				
1201062	1 Inv	WATER SUPPLIES-GARA		01/18/2012	104.38		01.41.511.00

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Invoice No	Vendor Name Seq Type	Vendor No Description	Inv Date	Total Cost	PO No	GL Acct
Total J & R SUPPLY INCORPORATED				104.38		
JO CARROLL ENERGY, INC.						
JO CARROLL ENERGY, INC. 397						
020112	1 Inv	ELECTRIC	02/01/2012	7,140.70		15.41.572.00
020112	2 Inv	FINANCE/ELECTRIC	02/01/2012	358.25		01.13.571.01
020112	3 Inv	POLICE/ELECTRIC	02/01/2012	533.66		01.21.571.01
020112	4 Inv	EMS/ELECTRIC	02/01/2012	110.56		12.10.571.01
020112	5 Inv	PARKS/ELECTRIC	02/01/2012	128.79		17.52.571.01
020112	6 Inv	FLOOD CONTROL/ELECT	02/01/2012	535.40		20.25.576.01
020112	7 Inv	FIRE DEPT./ELECTRIC	02/01/2012	306.90		22.22.576.01
020112	8 Inv	TURNER HALL/ELECTRIC	02/01/2012	372.18		58.54.571.01
020112	9 Inv	WELCOME SIGNS	02/01/2012	35.02		01.41.571.01
Total JO CARROLL ENERGY, INC.				9,521.46		
JO DAVIESS CTY SHERIFF						
JO DAVIESS CTY SHERIFF 116						
020112	1 Inv	RADIO SERVICE	02/01/2012	100.00		22.22.538.00
020112	2 Inv	CITY SHARE OF OFFICEF	02/01/2012	200.12		01.21.538.00
Total JO DAVIESS CTY SHERIFF				300.12		
JOHN DEERE FINANCIAL						
JOHN DEERE FINANCIAL 119690						
020112	1 Inv	07 DUMP PLOW	02/01/2012	32.99		01.41.613.05
Total JOHN DEERE FINANCIAL				32.99		
LAWSON PRODUCTS, INC.						
LAWSON PRODUCTS, INC. 627						
9300551246	1 Inv	OPERATING SUPPLIES	01/24/2012	158.01		01.41.652.00
Total LAWSON PRODUCTS, INC.				158.01		
LEIBOLD AUTO CENTER OF GALENA						
LEIBOLD AUTO CENTER OF GALENA 943						
10060	1 Inv	NEW BATTERY SQUAD #.	01/11/2012	166.35		01.21.513.06
10082	1 Inv	NEW SQUAD #4	01/13/2012	159.86		01.21.513.06
10215	1 Inv	02-1 TON	02/01/2012	614.21		01.41.613.03
Total LEIBOLD AUTO CENTER OF GALENA				940.42		
LEXISNEXIS RISK DATA MGMT. INC						
LEXISNEXIS RISK DATA MGMT. INC 376						
34-20120131	1 Inv	INVESTIGATIONS PROGF	01/31/2012	60.50		01.21.652.03
Total LEXISNEXIS RISK DATA MGMT. INC				60.50		
LITHO SPECIALISTS						
LITHO SPECIALISTS 63						
IS20767	1 Inv	W-2 FORMS	01/17/2012	239.10		01.13.554.00

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Invoice No	Seq	Vendor Name Type	Vendor No Description	Inv Date	Total Cost	PO No	GL Acct
Total LITHO SPECIALISTS					239.10		
LOUIE'S AGGREGATE COMPANY							
LOUIE'S AGGREGATE COMPANY 1218							
020112	1	Inv	MSHA COURSE	02/01/2012	32.00		01.41.563.00
Total LOUIE'S AGGREGATE COMPANY					32.00		
MCGREEVY WILLIAMS LAW OFFICE							
MCGREEVY WILLIAMS LAW OFFICE 119647							
136851	1	Inv	LEGAL EXPENSES	01/23/2012	117.52		01.11.549.00
Total MCGREEVY WILLIAMS LAW OFFICE					117.52		
MENARDS							
MENARDS 280							
79157	1	Inv	EQUIPMENT MAINTENAN	01/19/2012	14.97		17.52.514.00
Total MENARDS					14.97		
METLIFE SMALL BUSINESS CENTER							
METLIFE SMALL BUSINESS CENTER 775							
020112	1	Inv	DENTAL/LIFE INSURANCI	02/01/2012	2,504.00		01.13.451.01
Total METLIFE SMALL BUSINESS CENTER					2,504.00		
MILLER-BRADFORD & RISBERG							
MILLER-BRADFORD & RISBERG 1001							
WK16593	1	Inv	END LOADER	02/03/2012	1,842.98		01.41.613.09
Total MILLER-BRADFORD & RISBERG					1,842.98		
MONTGOMERY TRUCKING							
MONTGOMERY TRUCKING 133							
75770	1	Inv	REFUSE HANDLING CON	02/01/2012	13,369.20		13.44.540.04
75770	2	Inv	RECYCLING CONTRACT	02/01/2012	4,627.80		13.44.540.00
75770	3	Inv	DUMPSTER (HOLMAN)	02/01/2012	196.00		01.11.929.01
Total MONTGOMERY TRUCKING					18,193.00		
MOOR HYDRAULIC INC.							
MOOR HYDRAULIC INC. 119626							
439462	1	Inv	07 STERLING DUMP HYD	02/01/2012	83.34		01.41.613.05
Total MOOR HYDRAULIC INC.					83.34		
MORAN, MARK							
MORAN, MARK 922							
011812	1	Inv	PROJECTOR REPAIR	01/18/2012	142.38		01.21.684.00
020112	1	Inv	"Bag It" Film	02/01/2012	165.00		01.14.684.00
2637	1	Inv	MY GREEN GALENA REU	01/31/2012	350.00		01.13.554.00
2637	2	Inv	MY GREEN GALENA REU	01/31/2012	452.10		01.14.684.00

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Invoice No	Vendor Name Seq Type	Vendor No Description	Inv Date	Total Cost	PO No	GL Acct
Total MORAN, MARK				1,109.48		
MURRAY, B. L. CO. INC.						
MURRAY, B. L. CO. INC.		135				
74296	1 Inv	TRASH CAN LINERS	02/08/2012	136.13		17.52.652.00
Total MURRAY, B. L. CO. INC.				136.13		
NAPA AUTO PARTS						
NAPA AUTO PARTS		79				
020112	1 Inv	02 1-Ton	02/01/2012	4.57		01.41.613.03
020112	2 Inv	POLE SAW	02/01/2012	15.99		01.41.613.12
020112	3 Inv	07 1 TON	02/01/2012	29.98		01.41.613.15
020112	4 Inv	FILTERS	02/01/2012	7.48		17.52.514.00
Total NAPA AUTO PARTS				58.02		
NICOR (F)						
NICOR (F)		118924				
020112	1 Inv	POOL/GAS	02/01/2012	503.17		59.55.571.02
020112	2 Inv	MARKET HOUSE RESTRC	02/01/2012	143.31		01.13.511.06
Total NICOR (F)				646.48		
NW IL LAW ENFORCEMENT EXEC.						
NW IL LAW ENFORCEMENT EXEC.		118948				
020112	1 Inv	2012 MEMBERSHIP DUES	02/01/2012	50.00		01.21.561.00
Total NW IL LAW ENFORCEMENT EXEC.				50.00		
ORKIN PEST CONTROL						
ORKIN PEST CONTROL		574				
020112	1 Inv	PEST CONTROL SERVICE	02/01/2012	66.23		01.13.511.01
Total ORKIN PEST CONTROL				66.23		
PERCS INDEX INC, THE						
PERCS INDEX INC, THE		492				
30691	1 Inv	SERVICE CONTRACT	01/30/2012	500.00		01.21.652.03
Total PERCS INDEX INC, THE				500.00		
PETTY CASH/POLICE DEPT.						
PETTY CASH/POLICE DEPT.		163				
020712	1 Inv	POSTAGE	02/07/2012	.20		01.21.551.00
020712	2 Inv	MEAL/TRAINING	02/07/2012	22.21		01.21.562.00
020712	3 Inv	SCREENPRINTING	02/07/2012	9.90		01.21.471.15
020712	4 Inv	BULB SQUAD 4	02/07/2012	13.45		01.21.513.06
Total PETTY CASH/POLICE DEPT.				45.76		
PF PETTIBONE & CO						
PF PETTIBONE & CO		395				
24503	1 Inv	RACIAL PROFILING STICI	01/21/2012	449.10		01.21.651.00

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Invoice No	Vendor Name Seq Type	Vendor No Description	Inv Date	Total Cost	PO No	GL Acct
Total PF PETTIBONE & CO				449.10		
PROFESSIONAL ACCT. MANAGMENT						
PROFESSIONAL ACCT. MANAGMENT 119393						
0011435	1 Inv	CITATION PROCESSING I	01/31/2012	93.75		01.21.537.00
Total PROFESSIONAL ACCT. MANAGMENT				93.75		
QUILL CORP.						
QUILL CORP. 686						
9352912	1 Inv	OFFICE SUPPLIES-WATE	01/13/2012	105.00		51.42.651.01
9352912	2 Inv	OFFICE SUPPLIES-ENGIN	01/13/2012	124.86		01.45.830.00
Total QUILL CORP.				229.86		
ROCK RIVER SERVICE CO.						
ROCK RIVER SERVICE CO. 118915						
12-700376	1 Inv	NARROW BANDING FOR	01/17/2012	113.00		01.21.513.06
Total ROCK RIVER SERVICE CO.				113.00		
SHERWIN, JAMES						
SHERWIN, JAMES 119609						
128930	1 Inv	SERVICES FOR PAY & DI	01/25/2012	495.00		01.21.537.00
Total SHERWIN, JAMES				495.00		
SIMMONS, MICHAEL A.						
SIMMONS, MICHAEL A. 218						
020112	1 Inv	TOLLS	02/01/2012	2.55		01.21.562.00
Total SIMMONS, MICHAEL A.				2.55		
SLOAN IMPLEMENT						
SLOAN IMPLEMENT 119196						
5005892	1 Inv	CUTTING EDGES/SNOW	01/25/2012	137.86		17.52.514.00
Total SLOAN IMPLEMENT				137.86		
STAPLES, INC.						
STAPLES, INC. 70						
011912	1 Inv	OFFICE SUPPLIES	01/19/2012	19.10		13.44.651.00
Total STAPLES, INC.				19.10		
STEPHENSON SERVICE CO.						
STEPHENSON SERVICE CO. 119230						
020112	1 Inv	GRASS SEED	02/01/2012	79.00		20.25.652.02
020112	2 Inv	FUEL	02/01/2012	947.93		01.41.655.00
020112	3 Inv	BRUSH/STUMP KILLER	02/01/2012	94.50		01.41.652.00
Total STEPHENSON SERVICE CO.				1,121.43		
SUPERIOR WELDING SUPPLY						
SUPERIOR WELDING SUPPLY 181						

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Invoice No	Vendor Name Seq Type	Vendor No Description	Inv Date	Total Cost	PO No	GL Acct
D154119	1 Inv	WELDING SUPPLIES	01/31/2012	91.07		01.41.652.02
Total SUPERIOR WELDING SUPPLY				91.07		
UNIVERSAL ELECTRIC SUPPLY						
UNIVERSAL ELECTRIC SUPPLY 1920-563626	1 Inv	119751 07 DUMP TRUCK	01/20/2012	30.00		01.41.613.05
Total UNIVERSAL ELECTRIC SUPPLY				30.00		
US CELLULAR						
US CELLULAR		92				
020112	1 Inv	PUBLIC WORKS/CELL PH	02/01/2012	33.88		01.41.552.00
020112	2 Inv	ADMIN/CELL PHONE	02/01/2012	69.82		01.11.552.00
020112	3 Inv	FIRE DEPT./CELL PHONE	02/01/2012	67.75		22.22.552.00
020112	4 Inv	POLICE/CELL PHONES	02/01/2012	67.75		01.21.552.01
Total US CELLULAR				239.20		
WESTEMEIER, GERALD						
WESTEMEIER, GERALD		186				
020712	1 Inv	ON-LINE CLASS	02/07/2012	178.00		01.21.563.00
Total WESTEMEIER, GERALD				178.00		
WHITE, JUDY						
WHITE, JUDY		1204				
020112	1 Inv	JANITOR SERVICES	02/12/2011	110.00		01.41.511.01
Total WHITE, JUDY				110.00		
WSG INC., DBA R & L GAS MART						
WSG INC., DBA R & L GAS MART		119503				
020112	1 Inv	FUEL	02/01/2012	523.57		01.41.655.00
Total WSG INC., DBA R & L GAS MART				523.57		
Grand Total:				63,752.47		

Vendor Number Hash: 2796269
 Vendor Number Hash - Split: 3280657
 Total Number of Invoices: 84
 Total Number of Transactions: 125

Terms Description	Invoice Amt	Net Inv Amt
Open Terms	63,752.47	63,752.47
	63,752.47	63,752.47

BOARD OF DIRECTORS MEETING NOTICE

GREATER GALENA MARKETING, INC.

VisitGalena.org

3:00 P.M. Monday January 23, 2012

**Old Market House, 123 N. Commerce Street, Second Floor
Galena, IL 61036**

- I. Call to Order by Presiding Officer/Landen
- II. Roll Call
- III. Pledge of Allegiance
- IV. Request to Address the Board (Non-Agenda Items 5-minutes per person, Agenda Items 15-minutes total for any single agenda item)
- V. Approval of the Board Meeting minutes dated: December 19, 2011 Landen/DuBois
- VI. Action Items
 - A. Discuss and Consider Financial Statements and Bank Statements dated December 31, 2011/ Townsend
 - B. Quarterly Report of Performance Measures/Forester
 - C. Sick Leave Policy/Forester
 - D. Recommendation of Special Events Cmte; re
Sponsorship requests from Bridal Fair & Sock Hop (reports attached)
- VII. Discussion Items
- VIII. Committee Reports
 - A. Nominations Committee: Althaus;Farrugia;Kelley
 - B. Marketing Advisory Cmte.;Kelley

IX. Staff Reports

A. Interactive Marketing, Tonia Blair

1. Update on Newsletter for January

a. Valentine's Day, Peak Perks, Taste of Galena

2. Update on Social Networking Programs

a. Facebook, Twitter, Google+, Pinterest

3. Update on Website Statistics

B. President's Report

X. Board Announcements

XI. Adjourn

XII. Option to Convene Executive Session

**DRAFT MINUTES OF THE VISIT GALENA/GREATER GALENA MARKETING, INC.
BOARD MEETING OF DECEMBER 19, 2011**

CALL TO ORDER

Chairman Landen, called the meeting to order at 3:02p.m. at the Old Market House on December 19, 2011.

ROLL CALL

The following members were present: Althaus, Farruggia, Landen, DuBois, Kelley, Kempner. Townsend arrived at 3:27 p.m. Absent: Abt, Lincoln, Strobusch. Also present: Tonia Blair, Richard Forester.

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS - None.

Landen requested that the January 16, 2012 Board Meeting be rescheduled to January 23, 2012. In further discussion the applications that the Special Events Committee have for review need immediate attention so the Committee members were asked to review these applications and submit their recommendation to Forester via email.

APPROVAL OF MINUTES

Motion: Farruggia moved, Althaus seconded, to approve the minutes of November 21, 2011. Motion carried.

ACTION ITEM

Discuss and Consider Financial Statements and Bank Statements dated November 30, 2011. (Landen/Forester)

Forester noted that Visit Galena's bank statements reveal that Visit Galena is in good shape - \$76,000 before payroll in which \$70,000+ will remain. Landen reviewed the Statement of Assets, Liabilities and Fund Balance – Income Tax Basis November 30, 2011 and 2010. The Accounting charge of \$3,000 stood out where last year there was not a comparable figure. Forester noted that this charge was due to all the changes that were requested by Visit Galena. Landen noted that as he reviewed the report expenditures they were basically the same as last year. The cooperative advertising that Visit Galena had budgeted for did not develop. Room tax revenue was budgeted at 5% but it appears the actual revenue is at 1%. The November financials incorporate the September room tax revenue collected. Budgeted Grant income did come through. On the expenditure side Miscellaneous expenses were for Forester's relocation and Special Events expenditures occur at different times of the year so the actual and budget are not exact. Visit Galena's Money Market account remains at an excess of \$30,000. Further discussion – will the specific categories within the reports be consolidated? Landen noted that efforts are being made.

Motion: Kempner moved, Farruggia seconded, to approve the Financials presented for November 30, 2011. Motion carried.

ACTION ITEM

Software purchase (log-me-in) to allow remote access for Forester and Blair

From time to time it may be necessary for Forester or Blair to work on their home computer. The software Forester investigated is free because of the minimal number of individual computers accessing. Access from home will be of benefit for Blair while on maternity leave and any severe weather conditions.

ACTION ITEM

Special Events Committee Report

Crusin' Car Classic – The original proposal was for a 3-day event. The promotion team split leaving only the entertainment coordinator and the proposal is now for a 1-day event in August (Visit Galena had recommended a June event to increase tourism on a soft tourism weekend). The Special Events Committee voted to not make a recommendation. Visit Galena will assist in marketing their event.

xXx Tour of Galena Bike Race – the City Council has voted to invite the bike group to come back. The Special Events Committee voted to recommend that Visit Galena fund the bike group at the same level as last year which was \$10,000. The bike group has expanded their event to a third day, adding another race on Friday which will generate more overnight stays on Thursday. This event could possibly grow into a National event. Officials are already being contacted to set things in place and obtain permissions that are necessary. This group is very organized.

Motion: Farruggia moved, Kempner seconded, to fund the xXx Tour of Galena Bike Race \$10,000 (the same level as last year). Motion carried.

DISCUSSION ITEM

Maternity/Sick Leave - Discussion as to whether sick/time off policies was ever put in place for Visit Galena. Forester's contract lists 15 paid days off annually. Forester included the City of Galena's maternity leave policy within the Board package. This policy indicates that an employee is required to use all accrued and unused compensatory time, vacation and sick leave, in that order, during the leave period. Once these benefits are exhausted the balance of the leave will be without pay. Blair is due in July 2012. Board discussion suggests that for Blair's maternity leave she would take her three weeks paid time off and then keep track of her hours worked from home during the next three week period and her pay would be based on hours worked. In further discussion the Board evaluated that a six week maternity leave appeared reasonable but that each circumstance may need to be determined on a case by case basis. It would probably be advisable to adopt the City of Galena's maternity benefits policy because we are an extension of the City. Additionally, it is requested that the Board consider funding insurance coverage during Blair's period of time off the same as if she were here in the office. Landen requested that Forester investigate and supply a sick leave plan recommendation at the next Board meeting.

Motion: Kelley moved, Kempner seconded, to adopt the City of Galena's maternity benefit policy allowing Blair a six week maternity leave. Three weeks paid time off and then Blair would keep track of her hours worked from home during the next three week period and her pay would be based on hours worked, plus funding insurance coverage during Blair's period of time off. Motion carried.

DISCUSSION ITEM

Strategic Plan and Marketing Advisory Committee

Strategic Plan – Conversation brought forth in the Executive Committee meeting on December 12, 2011 indicated that there are many event filled weekends throughout the year but are the weekends with a reduction in tourism supplying ample events to attract the visitor? Suggestions: provide the Strategic Plan that was put in place, acquire input from all Board members, prioritization of the funds allocated to Visit Galena for disbursement, allocation of resources. Schedule a Strategic Planning retreat as soon as possible because we need to have the Budget approved by the Board in March to be submitted to the City and this Budget goes into effect in May. The Board decided it was necessary to have a Retreat to Strategically plan. Forester will work on organizing this.

Marketing Advisory Committee - Consensus of the Marketing Advisory Committee: more money spent on internet marketing, value of what we spend allocated money on, marketing plan allocating resources, return on specific events, return on the money. Ask all Special Event planners to turn in surveys. What does the Marketing Advisory Committee mean by Internet Marketing? Blair indicated that she would go through the Marketing Plan and see what amount is being spent on Internet Marketing to determine what percentage Visit Galena is spending. Committee suggestions: cutting down on postage expenses, posting newsletters, etc. on-line, design smaller pieces, Spring TV campaign, less money in print. Target marketing consensus needs to be reviewed as small lodging may note that their market concentration comes from certain areas and large lodging may note other market concentrations. Each group of the Marketing Advisory Committee agreed that there is a value to Events, brings visitors to Galena. It's difficult to measure the return. Additional discussion by the Committee members: how much should be spent on the off-season and if you get the bang for the dollar? Put the money where we get the best results and track. Large lodging would probably agree that the Chicago/Greater Chicago area is predominantly the most successful area to receive bookings. With the consensus that Galena attracts an older demographic does it appear the visitor may have the desire to travel to a warmer climate in the winter months? How do we appeal to the younger demographic? – market outdoor activities. Economical considerations: the visitor may only have discretionary income, people may be rebuilding and feel lucky to have a job but on the other hand, people who have been holding back for 3 to 4 years may be sensing they're entitled to get away even if it's just for a short, closer to home travel experience, things may not have changed economically for them but they're ready. Kelley noted that the question came up at the Marketing Advisory meeting as to merging the CVB and Visit Galena websites. We are both different organizations and it's advantageous to have both websites promoting Galena. Another topic that was brought up at the Marketing Advisory Committee meeting was to have a training session for Internet Marketing. The more the businesses know about Internet Marketing the more they can communicate and market their business. Forester will provide more detail as he organizes this. Next Marketing Advisory Committee meeting – January 11, 2012 – 2:00 p.m. – DeSoto.

STAFF REPORTS

INTERACTIVE MARKETING (Blair)

Web Statistics - Web statistics are looking good for November. Organic searches on Google and Yahoo direct hits are up. When referring to the Organic section of the website this is the middle section that is unpaid. The exit page is when they click off VisitGalena.org making a choice to view a different page and if that site has Google analytics then they can tell that they were referred by the VisitGalena.org site. VisitGalena.org usually stays on in the background. Index is the Home Page, galena-inn is Hotel/Motel, illinois-event is Events, illinois-bed-breakfast is B&B's, lodging-search is where they can decide whichever type lodging the visitor wants, avg time on site is whenever the visitor stays on the VisitGalena.org site. The average time on the Visit Galena site is 5 minutes and the bounce rate is 26% which is very good (below 50% is good). Visitor is visiting about 5 web pages if they stay on for 5 minutes. Businesses that have a Google analytics program is very helpful to that business. Blair noted that the report doesn't reveal if the visitor has set a reservation. Intercept surveys indicate that is about ½ the visitors are from Illinois and ½ from out of Illinois (broken up from surrounding states). Of the Mobile devices I-Pad by far receives the most visits.

Event Marketing – Harley Davidson Winter Fan Fest – to take place the first weekend of March 2012. Blair/Forester have met with Dave Decker and Dorian Dickerson. Blair will set up a Facebook page for this event and Visit Galena's funding will be applied towards marketing on this Facebook page. A comprehensive marketing plan involving the CVB's of Galena, Dubuque and Platteville, the Tri-State Tourism Council, Harley-Davidson Dealerships in Dubuque and Galena and Harley-Davidson corporate offices in Milwaukee is in process. Internet and social media promotion of the event along with e-blasts will be in the workings. The Events budget is based on 750 people attending – Corporate is behind this Event and the Harley Davidson Museum will be in Dubuque and the Galena Harley Davidson will have events.

Social Media – Social Media continues to receive more followers and fans – Blair has just started a Pinterest.com account which is a pin board where she can do some marketing for Visit Galena. Blair mentions that you have to be invited from someone who has a Pinterest account.

PRESIDENT'S REPORT (Forester)

City of Galena Contract – City Council voted unanimously to approve the two-year contract that was agreed on by a council committee and representatives of VisitGalena.org.

Harley Davidson Winter Fan Fest – discussed previously in the Minutes.

Peak Perks Promotion is receiving a great response and participation for this event. Local businesses are signing up. Posters are being placed in the windows and these businesses will provide incentives to those who show their ski passes.

Other Activities Forester attended:

- Large lodging group meeting
- Special Events Committee
- Executive Committee meeting
- B&B Innkeepers of Galena meeting – Presented the Quilt Fest check
- Tri-State Tourism Council meeting
- Staff meeting

ADJOURNMENT

Motion: Kelley moved, Kempner seconded, to adjourn the meeting at 4:10p.m. Motion carried.

Respectfully submitted,
Leslie DuBois, Secretary

GREATER GALENA MARKETING, INC.
STATEMENT OF ASSETS, LIABILITIES AND FUND BALANCE - INCOME TAX BASIS
 December 31, 2011 and 2010

	ASSETS	
	<u>2011</u>	<u>2010</u>
CURRENT ASSETS		
Cash in Bank - operating #7794	\$ 67,741.15	\$ 19,962.57
Cash in bank - money market #9634	30,760.33	80,495.34
Accounts receivable - deposits	500.00	500.00
Accounts receivable - other	8,842.08	7,297.08
	<hr/>	<hr/>
Total current assets	107,843.56	108,254.99
FIXED ASSETS		
Equipment	18,227.98	9,737.28
Furniture	3,848.29	3,848.29
Total, at cost	22,076.27	13,585.57
Less: accumulated depreciation	4,804.55	2,769.63
	<hr/>	<hr/>
Total fixed assets	17,271.72	10,815.94
TOTAL ASSETS	<u>\$ 125,115.28</u>	<u>\$ 119,070.93</u>
LIABILITIES AND FUND BALANCE		
CURRENT LIABILITIES		
Accrued FICA/FWH	\$ 4,033.95	\$ 4,330.80
Accrued SWH	873.14	526.88
Accrued SUTA/FUTA	839.55	575.46
Note payable - employee	1,200.00	0.00
Note payable - GSB #1135 - copier	8,299.82	0.00
	<hr/>	<hr/>
Total current liabilities	15,246.46	5,433.14
FUND BALANCE		
Unrestricted net assets	52,298.22	75,105.48
Net income (loss)	57,570.60	38,532.31
	<hr/>	<hr/>
Total fund balance	109,868.82	113,637.79
TOTAL LIABILITIES AND FUND BALANCE	<u>\$ 125,115.28</u>	<u>\$ 119,070.93</u>

These financial statements should be read only in
 connection with the accompanying
 accountant's compilation report.

GREATER GALENA MARKETING, INC.
STATEMENT OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
One Month and Eight Months Ended
December 31, 2011

	1 Month Ended <u>December 31, 2011</u>	8 Months Ended <u>December 31, 2011</u>	Budget Year to Date <u>April 30, 2012</u>	<u>Budget Balance</u>
REVENUES				
Rooin tax	\$ 62,003.86	\$ 343,795.38	\$ 457,500.00	\$ (113,704.62)
Cooperative advertising	0.00	0.00	10,000.00	(10,000.00)
Membership fees	100.00	8,680.00	8,500.00	180.00
Grant income - state	0.00	0.00	5,000.00	(5,000.00)
Mardi Gras income	0.00	0.00	5,000.00	(5,000.00)
Special events income	0.00	3,737.50	0.00	3,737.50
	<u>62,103.86</u>	<u>356,212.88</u>	<u>486,000.00</u>	<u>(129,787.12)</u>
Total revenues				
EXPENDITURES				
Accounting	0.00	5,595.00	7,500.00	(1,905.00)
Advertising	0.00	400.00	0.00	400.00
Bank fees	18.40	102.40	24.00	78.40
Community/employee relations	0.00	50.00	500.00	(450.00)
Depreciation	169.58	1,356.64	2,000.00	(643.36)
Employee benefits	(447.75)	7,848.22	11,800.00	(3,951.78)
Furniture, fixtures & equipment	0.00	1,004.69	1,000.00	4.69
Insurance	0.00	1,218.00	0.00	1,218.00
Internet	4,081.88	28,749.93	60,000.00	(31,250.07)
Legal and professional	0.00	0.00	300.00	(300.00)
License and fees	15.00	15.00	445.00	(430.00)
Marketing / advertising	8,953.34	51,218.54	141,431.00	(90,212.46)
Miscellaneous expense	33.10	10,442.72	500.00	9,942.72
Mardi Gras expense	0.00	0.00	8,500.00	(8,500.00)
Office/general/insurance	459.95	3,346.24	6,000.00	(2,653.76)
Postage	539.97	1,633.59	8,000.00	(6,366.41)
Professional development - other	0.00	274.10	3,500.00	(3,225.90)
Repairs and maintenance	190.00	3,400.16	3,000.00	400.16
Special Events	2,934.88	48,348.62	60,000.00	(11,651.38)
Taxes - payroll	1,680.85	10,479.06	14,000.00	(3,520.94)
Telephone / internet	0.00	1,952.31	3,000.00	(1,047.69)
Travel	0.00	0.00	500.00	(500.00)
Utilities	313.90	612.58	7,000.00	(6,387.32)
Wages - CEO	8,653.86	49,173.14	52,000.00	(2,826.86)
Wages - internet / events	4,961.55	31,269.30	44,000.00	(12,730.70)
Wages - hourly	4,585.26	29,150.17	42,000.00	(12,849.83)
Wages - contract	0.00	600.00	600.00	0.00
Wages - salary	415.38	2,492.28	3,600.00	(1,107.72)
Web	0.00	7,808.00	4,800.00	3,008.00
	<u>37,559.15</u>	<u>298,540.79</u>	<u>486,000.00</u>	<u>(187,459.21)</u>
Total expenditures				

**These financial statements should be read only in
connection with the accompanying
accountant's compilation report.**

GREATER GALENA MARKETING, INC.
STATEMENT OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
One Month and Eight Months Ended
December 31, 2011

	1 Month Ended <u>December 31, 2011</u>	8 Months Ended <u>December 31, 2011</u>	Budget Year to Date <u>April 30, 2012</u>	<u>Budget Balance</u>
Net excess (deficit)	<u>24,544.71</u>	<u>57,672.09</u>	<u>0.00</u>	<u>57,672.09</u>
OTHER REVENUES (EXPENDITURES)				
Interest income	3.31	11.07	0.00	11.07
Interest expense	<u>(83.25)</u>	<u>(112.56)</u>	<u>0.00</u>	<u>(112.56)</u>
Total other revenues (expenditures)	<u>(79.94)</u>	<u>(101.49)</u>	<u>0.00</u>	<u>(101.49)</u>
EXCESS (DEFICIT) OF REVENUES				
OVER EXPENDITURES	<u>\$ 24,464.77</u>	<u>\$ 57,570.60</u>	<u>\$ 0.00</u>	<u>\$ 57,570.60</u>

**These financial statements should be read only in
connection with the accompanying
accountant's compilation report.**

SUPPLEMENTAL INFORMATION

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES -INCOME TAX BASIS

December 31, 2011

Budget
8 Months Ended
December 31, 2011

1 Month Ended
December 31, 2011 8 Months Ended
December 31, 2011

	1 Month Ended December 31, 2011	8 Months Ended December 31, 2011	Budget 8 Months Ended December 31, 2011
VENUES			
MEMBERSHIP DUES			
Greater Galena Lodging	\$ 0.00	\$ 3,555.00	
Greater Galena Dining	0.00	1,000.00	
Greater Galena Shopping	50.00	50.00	
Greater Galena Visitor Svc	0.00	250.00	
Greater Galena Weddings	0.00	1,100.00	
Greater Galena Attractions	0.00	625.00	
Greater Galena Golf	0.00	250.00	
Greater Galena Hiking	0.00	250.00	
Greater Galena Winter Rec	0.00	250.00	
Greater Galena Spa Services	0.00	500.00	
Greater Galena Wine & Tastings	0.00	500.00	
Additional Listing Dining	0.00	100.00	
Additional Listing Entertainment	0.00	200.00	
Additional Listing Winter	50.00	50.00	
	<u>100.00</u>	<u>8,680.00</u>	<u>8,500.00</u>
Total membership dues	<u>\$ 100.00</u>	<u>\$ 8,680.00</u>	<u>\$ 8,500.00</u>
EXPENDITURES			
FURNITURE, FIXTURES AND EQUIPMENT			
FF&E - computer equipment	\$ 0.00	\$ 755.00	
FF&E - telephone equipment	0.00	249.69	
	<u>0.00</u>	<u>1,004.69</u>	<u>666.72</u>
Total furniture, fixtures and equipment	<u>\$ 0.00</u>	<u>\$ 1,004.69</u>	<u>\$ 666.72</u>
INTERNET			
Internet - Google AdWords	\$ 3,000.00	\$ 20,791.27	
Internet - other	31.88	318.80	
Internet / marketing - other	1,050.00	7,639.86	
	<u>4,081.88</u>	<u>28,749.93</u>	<u>40,000.00</u>
Total internet	<u>\$ 4,081.88</u>	<u>\$ 28,749.93</u>	<u>\$ 40,000.00</u>
MARKETING / ADVERTISING			
Marketing/advertising - photography	\$ 24.99	\$ 1,049.98	
Marketing/advertising - graphic design	0.00	105.00	
Marketing/advertising - other	8,928.35	50,063.56	
	<u>8,953.34</u>	<u>51,218.54</u>	<u>49,034.13</u>
Total marketing / advertising	<u>\$ 8,953.34</u>	<u>\$ 51,218.54</u>	<u>\$ 49,034.13</u>
REPAIRS AND MAINTENANCE			
Repairs and Maintenance	\$ 0.00	\$ 1,212.00	
Repairs and maintenance - welcome center	190.00	1,970.76	

This information should be read only in
connection with the accompanying
accountant's compilation report.

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES -INCOME TAX BASIS
December 31, 2011

	<u>1 Month Ended</u> <u>December 31, 2011</u>	<u>8 Months Ended</u> <u>December 31, 2011</u>	<u>Budget</u> <u>8 Months Ended</u> <u>December 31, 2011</u>
Repairs and maintenance - other	<u>0.00</u>	<u>217.40</u>	
Total repairs and maintenance	<u>\$ 190.00</u>	<u>\$ 3,400.16</u>	<u>\$ 2,000.00</u>
UTILITIES			
Utilities - Welcome	<u>\$ 313.90</u>	<u>\$ 612.68</u>	
Total utilities	<u>\$ 313.90</u>	<u>\$ 612.68</u>	<u>\$ 4,666.00</u>
WEB			
Web - Mission Creative	<u>\$ 0.00</u>	<u>\$ 6,383.00</u>	
Web - maintenance	<u>0.00</u>	<u>1,425.00</u>	
Total web	<u>\$ 0.00</u>	<u>\$ 7,808.00</u>	<u>\$ 3,200.00</u>

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accountant's compilation report.**

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
One Month Ended
December 31, 2011 and 2010

	Actual 1 Month Ended <u>December 31, 2011</u>	Actual 1 Month Ended <u>December 31, 2010</u>	Increase <u>(Decrease)</u>
REVENUES			
Room tax	\$ 62,003.86	\$ 67,062.61	\$ (5,058.75)
Cooperative advertising	0.00	339.33	(339.33)
City of Galena restroom	0.00	355.00	(355.00)
Membership fees	100.00	0.00	100.00
Miscellaneous income - other	0.00	2,000.00	(2,000.00)
Total revenues	<u>62,103.86</u>	<u>69,756.94</u>	<u>(7,653.08)</u>
EXPENDITURES			
Accounting	0.00	200.00	(200.00)
Bank fees	18.40	2.00	16.40
Depreciation	169.58	169.58	0.00
Employee benefits	(447.75)	1,261.34	(1,709.09)
Grants	0.00	(2,055.00)	2,055.00
Internet	4,081.88	2,313.95	1,767.93
Legal and professional	0.00	10.00	(10.00)
License and fees	15.00	0.00	15.00
Marketing / advertising	8,953.34	(8,761.10)	17,714.44
Miscellaneous expense	33.10	36.00	(2.90)
Office/general/insurance	459.95	303.91	156.04
Postage	539.97	5,350.00	(4,810.03)
Professional development - other	0.00	243.34	(243.34)
Repairs and maintenance	190.00	125.00	65.00
Special Events	2,934.88	23,369.50	(20,434.62)
Supplies	0.00	316.60	(316.60)
Taxes - payroll	1,680.85	1,646.56	34.29
Telephone / internet	0.00	238.23	(238.23)
Utilities	313.90	275.84	38.06
Wages - CEO	8,653.86	8,653.86	0.00
Wages - internet / events	4,961.55	5,286.40	(324.85)
Wages - hourly	4,585.26	5,429.55	(844.29)
Wages - salary	415.38	740.23	(324.85)
Total expenditures	<u>37,559.15</u>	<u>45,155.79</u>	<u>(7,596.64)</u>
Net excess (deficit)	<u>24,544.71</u>	<u>24,601.15</u>	<u>(56.44)</u>
OTHER REVENUES (EXPENDITURES)			
Interest income	3.31	2.85	0.46
Interest expense	(83.25)	0.00	(83.25)
Total other revenues (expenditures)	<u>(79.94)</u>	<u>2.85</u>	<u>(82.79)</u>

**This information should be read only in
connection with the accompanying
accountant's compilation report.**

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
One Month Ended
December 31, 2011 and 2010

	Actual 1 Month Ended <u>December 31, 2011</u>	Actual 1 Month Ended <u>December 31, 2010</u>	Increase (Decrease)
EXCESS (DEFICIT) OF REVENUES			
OVER EXPENDITURES	\$ <u>24,464.77</u>	\$ <u>24,604.00</u>	\$ <u>(139.23)</u>

This information should be read only in
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accountant's compilation report.

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
Eight Months Ended
December 31, 2011 and 2010

	Actual 8 Months Ended December 31, 2011	Actual 8 Months Ended December 31, 2010	Increase Decrease
REVENUES			
Room tax	\$ 343,795.38	\$ 340,070.13	\$ 3,725.25
Cooperative advertising	0.00	0.10	(0.10)
City of Galena restroom	0.00	6,834.59	(6,834.59)
Membership fees	8,680.00	8,367.50	312.50
Grant income - other	0.00	3,000.00	(3,000.00)
Miscellaneous income - other	0.00	2,810.00	(2,810.00)
Special events income	3,737.50	0.00	3,737.50
Total revenues	356,212.88	361,082.32	(4,869.44)
EXPENDITURES			
Accounting	5,595.00	5,887.50	(292.50)
Advertising	400.00	0.00	400.00
Bank fees	102.40	16.00	86.40
Community/employee relations	50.00	0.00	50.00
Depreciation	1,356.64	1,356.64	0.00
Employee benefits	7,848.22	7,131.75	716.47
Furniture, fixtures & equipment	1,004.69	50.00	954.69
Grants	0.00	1,750.00	(1,750.00)
Insurance	1,218.00	0.00	1,218.00
Internet	28,749.93	32,312.48	(3,562.55)
Legal and professional	0.00	10.00	(10.00)
License and fees	15.00	0.00	15.00
Marketing / advertising	51,218.54	93,684.70	(42,466.16)
Miscellaneous expense	10,442.72	418.44	10,024.28
Office/general/insurance	3,346.24	4,094.15	(747.91)
Penalties	0.00	100.00	(100.00)
Postage	1,633.59	9,290.86	(7,657.27)
Professional development - other	274.10	1,624.37	(1,350.27)
Repairs and maintenance	3,400.16	8,046.59	(4,646.43)
Special Events	48,348.62	23,369.50	24,979.12
Supplies	0.00	316.60	(316.60)
Taxes - payroll	10,479.06	9,591.58	887.48
Telephone / internet	1,952.31	2,077.84	(125.53)
Travel	0.00	484.95	(484.95)
Utilities	612.68	3,113.77	(2,501.09)
Wages - CEO	49,173.14	51,923.16	(2,750.02)
Wages - internet / events	31,269.30	30,094.15	1,175.15
Wages - hourly	29,150.17	29,821.30	(671.13)
Wages - contract	600.00	600.00	0.00
Wages - salary	2,492.28	1,847.91	644.37
Web	7,808.00	3,491.71	4,316.29

**This information should be read only in
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accountant's compilation report.**

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
Eight Months Ended
December 31, 2011 and 2010

	Actual	Actual	
	8 Months Ended	8 Months Ended	Increase
	<u>December 31, 2011</u>	<u>December 31, 2010</u>	<u>Decrease</u>
Total expenditures	298,540.79	322,505.95	(23,965.16)
Net excess (deficit)	57,672.09	38,576.37	19,095.72
OTHER REVENUES (EXPENDITURES)			
Interest income	11.07	22.23	(11.16)
Interest expense	(112.56)	(66.29)	(46.27)
Total other revenues (expenditures)	(101.49)	(44.06)	(57.43)
EXCESS (DEFICIT) OF REVENUES			
OVER EXPENDITURES	\$ 57,570.60	\$ 38,532.31	\$ 19,038.29

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GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
One Month Ended
December 31, 2011

	Actual 1 Month Ended <u>December 31, 2011</u>	Budget 1 Month Ended <u>December 31, 2011</u>	Budget Balance 1 Month Ended <u>Over (Under)</u>
REVENUES			
Room tax	\$ 62,003.86	\$ 70,455.00	\$ (8,451.14)
Membership fees	100.00	0.00	100.00
Total revenues	<u>62,103.86</u>	<u>70,455.00</u>	<u>(8,351.14)</u>
EXPENDITURES			
Accounting	0.00	625.00	(625.00)
Bank fees	18.40	2.00	16.40
Community/employee relations	0.00	41.67	(41.67)
Depreciation	169.58	166.67	2.91
Employee benefits	(447.75)	983.34	(1,431.09)
Furniture, fixtures & equipment	0.00	83.34	(83.34)
Internet	4,081.88	5,000.00	(918.12)
Legal and professional	0.00	25.00	(25.00)
License and fees	15.00	37.09	(22.09)
Marketing / advertising	8,953.34	10,041.60	(1,088.26)
Miscellaneous expense	33.10	41.67	(8.57)
Office/general/insurance	459.95	500.00	(40.05)
Postage	539.97	1,232.00	(692.03)
Professional development - other	0.00	291.67	(291.67)
Repairs and maintenance	190.00	250.00	(60.00)
Special Events	2,934.88	4,260.00	(1,325.12)
Taxes - payroll	1,680.85	1,166.66	514.19
Telephone / internet	0.00	250.00	(250.00)
Travel	0.00	41.67	(41.67)
Utilities	313.90	583.33	(269.43)
Wages - CEO	8,653.86	4,333.33	4,320.53
Wages - internet / events	4,961.55	3,666.66	1,294.89
Wages - hourly	4,585.26	3,500.00	1,085.26
Wages - contract	0.00	50.00	(50.00)
Wages - salary	415.38	300.00	115.38
Web	0.00	400.00	(400.00)
Total expenditures	<u>37,559.15</u>	<u>37,872.70</u>	<u>(313.55)</u>
Net excess (deficit)	<u>24,544.71</u>	<u>32,582.30</u>	<u>(8,037.59)</u>
OTHER REVENUES (EXPENDITURES)			
Interest income	3.31	0.00	3.31
Interest expense	(83.25)	0.00	(83.25)
Total other revenues (expenditures)	<u>(79.94)</u>	<u>0.00</u>	<u>(79.94)</u>

This information should be read only in
connection with the accompanying
accountant's compilation report.

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
One Month Ended
December 31, 2011

	Actual 1 Month Ended <u>December 31, 2011</u>	Budget 1 Month Ended <u>December 31, 2011</u>	Budget Balance 1 Month Ended <u>Over (Under)</u>
EXCESS (DEFICIT) OF REVENUES			
OVER EXPENDITURES	\$ 24,464.77	\$ 32,582.30	\$ (8,117.53)

This information should be read only in
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accountant's compilation report.

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
Eight Months Ended
December 31, 2011

	Actual 8 Months Ended December 31, 2011	Budget 8 Months Ended December 31, 2011	Budget Balance 8 Months Ended Over (Under)
REVENUES			
Room tax	\$ 343,795.38	\$ 356,848.00	\$ (13,052.62)
Cooperative advertising	0.00	10,000.00	(10,000.00)
Membership fees	8,680.00	8,500.00	180.00
Grant income - state	0.00	5,000.00	(5,000.00)
Special events income	3,737.50	0.00	3,737.50
	<u>356,212.88</u>	<u>380,348.00</u>	<u>(24,135.12)</u>
Total revenues			
EXPENDITURES			
Accounting	5,595.00	5,000.00	595.00
Advertising	400.00	0.00	400.00
Bank fees	102.40	16.00	86.40
Community/employee relations	50.00	333.36	(283.36)
Depreciation	1,356.64	1,333.36	23.28
Employee benefits	7,848.22	7,866.72	(18.50)
Furniture, fixtures & equipment	1,004.69	666.72	337.97
Insurance	1,218.00	0.00	1,218.00
Internet	28,749.93	40,000.00	(11,250.07)
Legal and professional	0.00	200.00	(200.00)
License and fees	15.00	296.72	(281.72)
Marketing / advertising	51,218.54	49,034.13	2,184.41
Miscellaneous expense	10,442.72	333.36	10,109.36
Office/general/insurance	3,346.24	4,000.00	(653.76)
Postage	1,633.59	6,240.00	(4,606.41)
Professional development - other	274.10	2,333.36	(2,059.26)
Repairs and maintenance	3,400.16	2,000.00	1,400.16
Special Events	48,348.62	20,802.00	27,546.62
Taxes - payroll	10,479.06	9,333.28	1,145.78
Telephone / internet	1,952.31	2,000.00	(47.69)
Travel	0.00	333.36	(333.36)
Utilities	612.68	4,666.64	(4,053.96)
Wages - CEO	49,173.14	34,666.64	14,506.50
Wages - internet / events	31,269.30	29,333.28	1,936.02
Wages - hourly	29,150.17	28,000.00	1,150.17
Wages - contract	600.00	400.00	200.00
Wages - salary	2,492.28	2,400.00	92.28
Web	7,808.00	3,200.00	4,608.00
	<u>298,540.79</u>	<u>254,788.93</u>	<u>43,751.86</u>
Total expenditures			
Net excess (deficit)	<u>57,672.09</u>	<u>125,559.07</u>	<u>(67,886.98)</u>

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GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
Eight Months Ended
December 31, 2011

	Actual 8 Months Ended <u>December 31, 2011</u>	Budget 8 Months Ended <u>December 31, 2011</u>	Budget Balance 8 Months Ended <u>Over (Under)</u>
OTHER REVENUES (EXPENDITURES)			
Interest income	11.07	0.00	11.07
Interest expense	<u>(112.56)</u>	<u>0.00</u>	<u>(112.56)</u>
 Total other revenues (expenditures)	 <u>(101.49)</u>	 <u>0.00</u>	 <u>(101.49)</u>
EXCESS (DEFICIT) OF REVENUES			
OVER EXPENDITURES	<u>\$ 57,570.60</u>	<u>\$ 125,559.07</u>	<u>\$ (67,988.47)</u>

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connection with the accompanying
accountant's compilation report.**

Visit Galena.org
Quarterly Report for
October, November, December 2011
Presented to the
Board of Directors
January 23rd, 2012

**CITY OF GALENA
AVERAGE HOTEL ROOM RATE AND OCCUPANCY RATE**

December 2010-November 2011

Month	Year	Room Nights	Gross Receipts	Average Nightly Rate	Occupancy Rate	RevPar
December	2010	4,364	\$ 496,845	\$ 117.30	26.81%	\$ 31.45
January	2011	3,518	\$ 402,280	\$ 114.94	22.38%	\$ 25.72
February	2011	3,814	\$ 422,886	\$ 113.00	26.00%	\$ 29.38
March	2011	4,475	\$ 511,117	\$ 125.55	27.55%	\$ 34.59
April	2011	4,398	\$ 484,587	\$ 117.80	27.08%	\$ 31.89
May	2011	5,844	\$ 697,990	\$ 123.95	37.20%	\$ 46.11
June	2011	7,648	\$ 893,894	\$ 127.33	47.08%	\$ 59.95
July	2011	8,830	\$ 1,069,757	\$ 129.53	54.36%	\$ 70.41
August	2011	7,977	\$ 926,474	\$ 127.15	48.46%	\$ 61.62
September	2011	8,299	\$ 1,055,806	\$ 137.34	52.79%	\$ 72.51
October	2011	9,261	\$ 1,237,481	\$ 140.40	57.01%	\$ 80.05
November	2011	5,057	\$ 611,618	\$ 136.82	31.13%	\$ 42.59
TOTAL		73,485	\$ 8,810,736	\$ 125.93	38.15%	\$ 37.01

Note:

The City of Galena began collecting hotel tax within the City limits in December 2007.
Occupancy data for the City of Galena is not available prior to December 2007.

VisitGalena.org

2011 VISITOR SERVICES

4th QUARTER

Month	Totals
Oct. Visitors	3081
Oct. V Calls	231
Oct. E-Mails	33
Oct. Live Chats	15
Oct. Rm. Night Bk.	91
Oct. Adm. Calls	120
Nov. Visitors	1702
Nov. V Calls	129
Nov. E-Mails	88
Nov. Live Chats	14
Nov. Rm. Night Bk.	22
Nov. Adm Calls	94
Dec. Visitors	1245
Dec. V Calls	142
Dec.. E-Mails	85
Dec. Live Chats	9
Dec. Rm. Night Bk.	25
Dec. Adm. Calls	97
4th QTR. TOTALS	
Visitors	6028
V Calls	502
E-Mails	206
Live Chats	38
Rm. Night Bk.	138
Adm. Calls	311
Groups	3

Quarterly Report; continued

Conversion rate; number of visitors polled who actually travelled to Galena: 31.4%

Those intending to travel soon; 65.7%

Those who have traveled here before 54.7%

Number of Events supported thru sponsorship and marketing; 18

Total \$amount of that support: \$65,337

Number of Visitor Surveys completed; 63

Current Social Media Fan/Follower Counts

Facebook – 4,746 fans total as of Dec. 31, 2011

Post Feedback – 733 (number of likes/feedback on our posts Oct.-Dec. 2011)

Post Views – 228,391 (number of times people have viewed a News Feed story posted by us)

Twitter – 1,400 followers

Google+ – 22 followers (this account was just created in December)

Notes: A Pinterest account was created in late December for Galena. We also continue to use our YouTube & Flickr accounts.

Membership (as of Dec. 31, 2011)

As of Dec. 31, we have 14 Greater Galena members. Greater Galena memberships and additional category purchases by Galena businesses result in \$8,800.

Website Statistics

Visits – 52,674

Average Time on Site – 5:04

New Visits – 71.91%

Pages per Visit – 5.06

Visits to Website via Mobile Devices – 3,589 (6.81% of total visits)

Entries on Giveaway Page, generated by print ads – 60

Photos Uploaded to website for “The Find” contest – 9 (contest started in Nov.)

County sales tax trending up

JO DAVIESS COUNTY—Through the first three quarters of 2011, sales tax receipts for the one percent municipal sales tax in Jo Daviess County totaled \$1,934,524, an increase from the same period in 2010.

Sales tax collected in unincorporated Jo Daviess County rose by 9.8 percent, from \$243,351 in 2010 to \$267,122 in 2011.

Through September, the 10 municipalities collected \$1,667,646 overall from the one percent municipal sales tax, up from the \$1,662,355 collected in the first three quarters of 2010 for a .3 percent increase.

It was a half and half breakdown.

Five municipalities saw increases—East Duquenois, 3.7 percent, from \$309,181 in 2010 to \$320,604 in 2011; Hanover, 32.1 percent, from \$17,100 in 2010 to \$22,595 in 2011; Scales Mound, 1.1 percent, from \$47,777 in 2010 to \$49,910 in 2011; Stockton, 6.1 percent, from \$287,611 in 2010 to \$305,215 in 2011; and Warren, 7.2 percent, from \$8,566 in 2010 to \$116,381 in 2011.

Five municipalities experienced decreases in the amount of tax collected—Apple River, 21.3 percent,

from \$14,243 in 2010 to \$11,211 in 2011; Elizabeth, 2.2 percent, from \$67,637 in 2010 to \$66,120 in 2011; Galena, 4.3 percent, from \$803,124 in 2010 to \$768,510 in 2010; Menominee, 1.1 percent, from \$5,755 in 2010 to \$5,692 in 2011; and Nora, 5.5 percent, from \$1,362 in 2010 to \$1,287 in 2011.

Statewide, through the first three quarters of 2011, the municipal one percent sales tax climbed

five percent, from \$1,080,766,947 in 2010 to \$1,135,298,006 in 2011.

In Jo Daviess County, the quarter-percent county supplemental sales tax brought in \$124,194 during the first quarter; \$141,402 the second quarter; and \$159,028 the third quarter.

The total county supplemental sales tax of \$424,623 was a 2.7 percent increase from 2010.

Proposed Sick Leave Plan

For Visit Galena.org

Submitted by Richard Forester, Pres. CEO. January 2012

I recommend that we retain the current system of 15 days vacation per year for full time employees.

In addition I also recommend that we adopt a policy that allows fulltime staff to accrue one half day of sick time for every month worked dating back to May 1st, 2011. Each fulltime employee would be able to accrue up to 15 days of sick leave maximum.

Based on this formula, currently Tonia would be entitled to 4 and ½ days as of January 31st. I would have 3 and ½ days. If sick days are used, accumulation starts over at whatever level of days are left, once the 15 days have been accrued.

Richard Forester

From: Kathleen Cameron [kcameron404@gmail.com]
Sent: Tuesday, January 10, 2012 11:12 AM
To: Richard Forester
Subject: Re: FW: Application for Grant Money for the Sock Hop

Richard

I am considering a radio package with WJOD also, which would cost about \$300 - it would cover all of the Tri-State area and would be run twice a day for the 5 days prior to the event.

Please consider this cost as well in my proposal.

Thank You

Kathy

On Tue, Jan 10, 2012 at 8:40 AM, Richard Forester <rforester@visitgalena.org> wrote:

The Special events cmt. has recommended that we reimburse you for your printing and marketing costs. If you can show that you did advertise the event outside the Galena area that also would help. The board meets on the 23rd and likely will approve the recommendation of the committee. Good luck.

rf

From: Kathleen Cameron [mailto:kcameron404@gmail.com]
Sent: Monday, January 09, 2012 9:51 PM
To: Richard Forester
Subject: Re: FW: Application for Grant Money for the Sock Hop

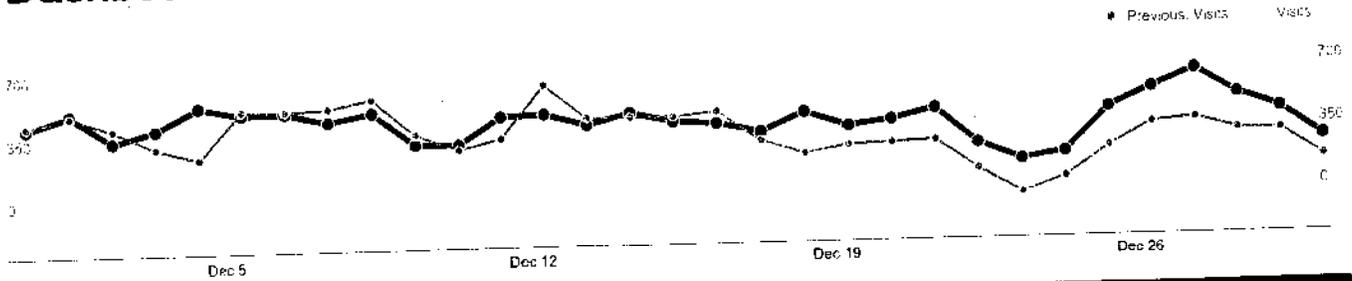
Hi Richard,

I thought I would email you to see if there has been any decision yet on grant funds for the Sock Hop at Turner Hall in February. We are working with the Gazette as this time in creating the ads - which will run for two weeks in the Gazette.

Kathy

Galena Brewing Company

815-275-5231 Cell



Site Usage

14,392 Visits

Previous: 12,872 (+11.81%)

65,361 Pageviews

Previous: 55,529 (+17.71%)

4.54 Pages/Visit

Previous: 4.31 (+5.27%)

30.27% Bounce Rate

Previous: 34.51% (-12.25%)

00:04:28 Avg. Time on Site

Previous: 00:04:44 (-5.56%)

72.37% % New Visits

Previous: 64.64% (+11.97%)

All Traffic Sources

Source/Medium	Visits	% visits
google / cpc		
Dec 1, 2011 - Dec 31, 2011	6,044	42.00%
Dec 1, 2010 - Dec 31, 2010	4,897	38.04%
% Change	23.42%	10.39%
google / organic		
Dec 1, 2011 - Dec 31, 2011	2,362	16.41%
Dec 1, 2010 - Dec 31, 2010	1,097	8.52%
% Change	115.31%	92.57%
cityofgalena.org / referral		
Dec 1, 2011 - Dec 31, 2011	1,638	11.38%
Dec 1, 2010 - Dec 31, 2010	1,239	9.63%
% Change	32.20%	16.24%
(direct) / (none)		
Dec 1, 2011 - Dec 31, 2011	1,368	9.51%
Dec 1, 2010 - Dec 31, 2010	744	5.78%
% Change	83.07%	64.46%
yahoo / organic		

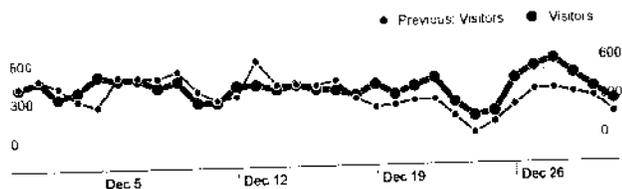
Top Exit Pages

Page	Exits	% visits
/index.html		
Dec 1, 2011 - Dec 31, 2011	2,681	18.63%
Dec 1, 2010 - Dec 31, 2010	2,299	24.23%
% Change	16.62%	-23.11%
/galena-inn		
Dec 1, 2011 - Dec 31, 2011	1,088	7.56%
Dec 1, 2010 - Dec 31, 2010	921	9.71%
% Change	18.13%	-22.11%
/lodging_search.cfm		
Dec 1, 2011 - Dec 31, 2011	731	5.08%
Dec 1, 2010 - Dec 31, 2010	606	6.39%
% Change	20.63%	-20.47%
/illinois-bed-breakfast		
Dec 1, 2011 - Dec 31, 2011	727	5.05%
Dec 1, 2010 - Dec 31, 2010	560	5.90%
% Change	29.82%	-14.41%
/illinois-events		

Dec 1, 2011 - Dec 31, 2011	616	4.28%
Dec 1, 2010 - Dec 31, 2010	545	4.23%
% Change	13.03%	1.09%

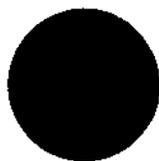
Dec 1, 2011 - Dec 31, 2011	643	4.47%
Dec 1, 2010 - Dec 31, 2010	370	3.90%
% Change	73.78%	14.58%

Visitors Overview



Visitors
11,306

Traffic Sources Overview



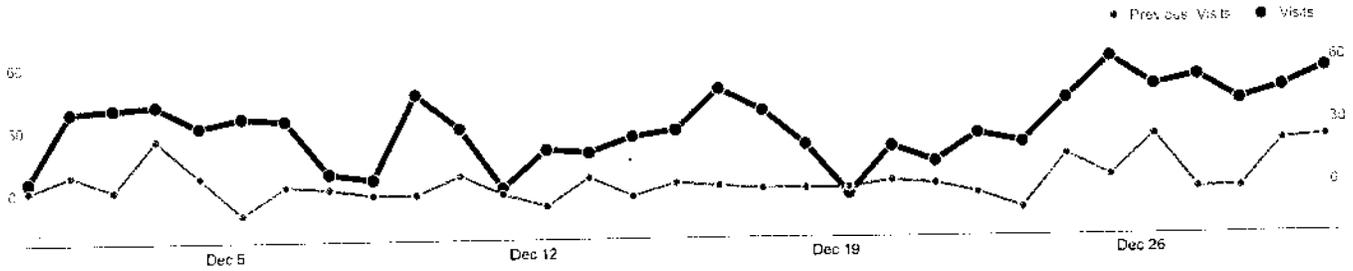
- Search Engines
9,775.00 (67.92%)
- Referring Sites
3,249.00 (22.58%)
- Direct Traffic
1,368.00 (9.51%)

Content Overview

Pages	Pageviews	% Pageviews
/index.html		
Dec 1, 2011 - Dec 31, 2011	11,303	17.29%
Dec 1, 2010 - Dec 31, 2010	10,268	18.49%
% Change	10.08%	-6.48%
/illinois-events		
Dec 1, 2011 - Dec 31, 2011	3,286	5.03%
Dec 1, 2010 - Dec 31, 2010	2,126	3.83%
% Change	54.56%	31.31%
/galena-inn		
Dec 1, 2011 - Dec 31, 2011	2,705	4.14%
Dec 1, 2010 - Dec 31, 2010	2,356	4.24%
% Change	14.81%	-2.46%
/lodging_search.cfm		
Dec 1, 2011 - Dec 31, 2011	2,618	4.01%
Dec 1, 2010 - Dec 31, 2010	2,729	4.91%
% Change	-4.07%	-18.50%
/illinois-bed-breakfast		
Dec 1, 2011 - Dec 31, 2011	2,577	3.94%
Dec 1, 2010 - Dec 31, 2010	2,071	3.73%
% Change	24.43%	5.71%

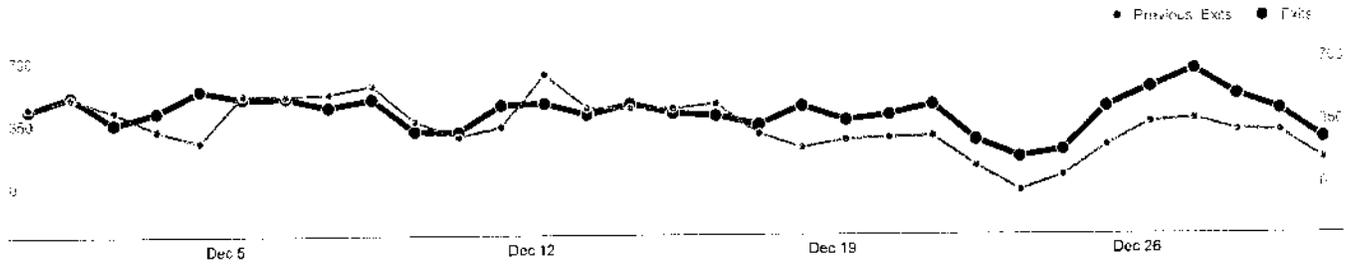
Map Overlay





These mobile devices sent 1,124 visits via 9 operating systems

Site Usage		Visits		Pages/Visit		Avg. Time on Site		% New Visits		Bounce Rate	
1,124		3.95		00:04:00		68.06%		30.87%			
Previous: 574 (95.82%)		Previous: 2.84 (38.96%)		Previous: 00:03:02 (31.90%)		Previous: 73.52% (-7.42%)		Previous: 48.08% (-35.80%)			
Operating System	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate						
iPad											
December 1, 2011 - December 31, 2011	891	4.18	00:04:22	64.87%	28.17%						
December 1, 2010 - December 31, 2010	115	4.76	00:04:27	66.09%	20.00%						
% Change	674.78%	-12.15%	-1.65%	-1.84%	40.85%						
Android											
December 1, 2011 - December 31, 2011	145	2.91	00:02:35	73.10%	42.76%						
December 1, 2010 - December 31, 2010	214	1.76	00:01:43	77.57%	69.63%						
% Change	-32.24%	66.51%	50.28%	-5.76%	-33.60%						
iPhone											
December 1, 2011 - December 31, 2011	75	3.51	00:02:55	90.67%	36.00%						
December 1, 2010 - December 31, 2010	207	2.96	00:03:26	70.53%	43.48%						
% Change	-63.77%	18.61%	-14.70%	23.55%	-17.20%						
BlackBerry											
December 1, 2011 - December 31, 2011	5	1.20	00:00:07	100.00%	80.00%						
December 1, 2010 - December 31, 2010	14	2.36	00:05:29	92.86%	21.43%						
% Change	-64.29%	-49.09%	-97.88%	7.89%	273.33%						
iPod											
December 1, 2011 - December 31, 2011	5	3.80	00:02:49	100.00%	20.00%						
December 1, 2010 - December 31, 2010	22	2.73	00:03:02	86.36%	45.45%						
% Change	-77.27%	39.23%	-7.04%	15.79%	55.19%						
Windows Phone											
December 1, 2011 - December 31, 2011	2	2.00	00:00:53	100.00%	50.00%						



14,392 visits exited from 991 pages

Exit Pages

Exits	Pageviews	% Exit	
14,392	61,850	23.27%	
Previous: 9,489 (51.67%)	Previous: 42,849 (44.34%)	Previous: 22.15% (5.08%)	
Page	Exits	Pageviews	% Exit
/illinois-events?eventID=1442&mode=event			
December 1, 2011 - December 31, 2011	8	22	27.27%
December 1, 2010 - December 31, 2010	0	0	0.00%
% Change	100.00%	100.00%	100.00%
/illinois-events?keyword=&startDate=12/9/2011&startDate_previousValue=12/9/2011&endDate=12/11/2011&endDate_previousValue=12/11/2011&mode=Search			
December 1, 2011 - December 31, 2011	6	43	13.95%
December 1, 2010 - December 31, 2010	0	0	0.00%
% Change	100.00%	100.00%	100.00%
/illinois-events?startDate=11/27/2011&mode=week			
December 1, 2011 - December 31, 2011	6	45	13.33%
December 1, 2010 - December 31, 2010	0	0	0.00%
% Change	100.00%	100.00%	100.00%
/illinois-events?startDate=12/11/2011&mode=week			
December 1, 2011 - December 31, 2011	6	61	9.84%
December 1, 2010 - December 31, 2010	0	0	0.00%
% Change	100.00%	100.00%	100.00%
/illinois-events?startDate=12/17/2011&mode=day&fb_source=mes sage			
December 1, 2011 - December 31, 2011	6	15	40.00%
December 1, 2010 - December 31, 2010	0	0	0.00%
% Change	100.00%	100.00%	100.00%

/illinois-events?startDate=12/19/2011&mode=day			
December 1, 2011 - December 31, 2011	6	39	15.38%
December 1, 2010 - December 31, 2010	0	0	0.00%
% Change	100.00%	100.00%	100.00%
/illinois-events?startDate=12/2/2011&mode=day			
December 1, 2011 - December 31, 2011	6	43	13.95%
December 1, 2010 - December 31, 2010	0	0	0.00%
% Change	100.00%	100.00%	100.00%
/illinois-events?startDate=12/9/2011&mode=day			
December 1, 2011 - December 31, 2011	6	98	6.12%
December 1, 2010 - December 31, 2010	0	0	0.00%
% Change	100.00%	100.00%	100.00%
/shop_our_storas.cfm			
December 1, 2011 - December 31, 2011	6	106	5.66%
December 1, 2010 - December 31, 2010	7	160	4.38%
% Change	-14.29%	-33.75%	29.38%
/dining.cfm?level1=Dining&level2=			
December 1, 2011 - December 31, 2011	5	24	20.83%
December 1, 2010 - December 31, 2010	3	31	9.68%
% Change	66.67%	-22.58%	115.28%
			171 - 180 of 991

Country/Territory Detail:

United States

Dec 1, 2011 - Dec 31, 2011
 Comparing to: Dec 1, 2010 - Dec 31, 2010



Visits



This country/territory sent 14,204 visits via 52 regions

Site Usage

	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits	14,204	4.58	00:04:31	72.16%	29.69%
Previous:	12,718 (11.68%)	4.34 (5.50%)	00:04:46 (-5.28%)	64.48% (11.91%)	34.21% (-13.22%)
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Illinois					
December 1, 2011 - December 31, 2011	8,252	4.59	00:04:39	69.97%	29.33%
December 1, 2010 - December 31, 2010	7,958	4.18	00:04:43	61.27%	36.11%
% Change	3.72%	9.80%	-1.61%	14.19%	-18.73%
Iowa					
December 1, 2011 - December 31, 2011	2,087	5.10	00:05:05	70.77%	23.19%
December 1, 2010 - December 31, 2010	1,490	5.34	00:05:39	72.01%	22.08%
% Change	40.07%	-4.45%	-10.18%	-1.72%	5.03%
Wisconsin					

December 1, 2011 - December 31, 2011	1,401	4.99	00:04:56	71.73%	25.41%
December 1, 2010 - December 31, 2010	892	5.30	00:04:59	65.58%	27.58%
% Change	57.06%	-5.75%	-1.05%	9.08%	-7.26%
Minnesota					
December 1, 2011 - December 31, 2011	333	4.56	00:04:04	73.87%	29.43%
December 1, 2010 - December 31, 2010	280	5.01	00:04:58	80.00%	27.14%
% Change	18.93%	-9.15%	-17.98%	-7.66%	8.42%
Missouri					
December 1, 2011 - December 31, 2011	285	3.85	00:03:01	77.89%	28.07%
December 1, 2010 - December 31, 2010	235	4.66	00:04:31	78.30%	24.26%
% Change	21.28%	-17.39%	-33.01%	-0.51%	15.73%
Indiana					
December 1, 2011 - December 31, 2011	256	5.00	00:05:12	76.95%	27.34%
December 1, 2010 - December 31, 2010	213	4.27	00:04:32	68.08%	38.03%
% Change	20.19%	17.07%	14.87%	11.04%	-23.10%
California					
December 1, 2011 - December 31, 2011	159	3.42	00:03:10	86.16%	42.77%
December 1, 2010 - December 31, 2010	177	3.19	00:04:09	54.80%	49.72%
% Change	-10.17%	7.18%	-23.93%	57.23%	-13.98%
Texas					
December 1, 2011 - December 31, 2011	147	4.05	00:03:51	74.83%	38.10%
December 1, 2010 - December 31, 2010	139	3.59	00:04:46	60.43%	46.76%
% Change	5.76%	12.94%	-19.31%	23.83%	-18.53%
New York					
December 1, 2011 - December 31, 2011	127	3.72	00:03:32	77.17%	44.88%
December 1, 2010 - December 31, 2010	201	3.65	00:03:49	72.64%	34.33%
% Change	-36.82%	1.91%	-7.37%	6.23%	30.74%
Michigan					
December 1, 2011 - December 31, 2011	110	4.20	00:03:58	81.82%	31.82%
December 1, 2010 - December 31, 2010	98	4.99	00:05:28	84.69%	28.57%
% Change	12.24%	-15.83%	-27.43%	-3.40%	11.36%

1 - 10 of 52

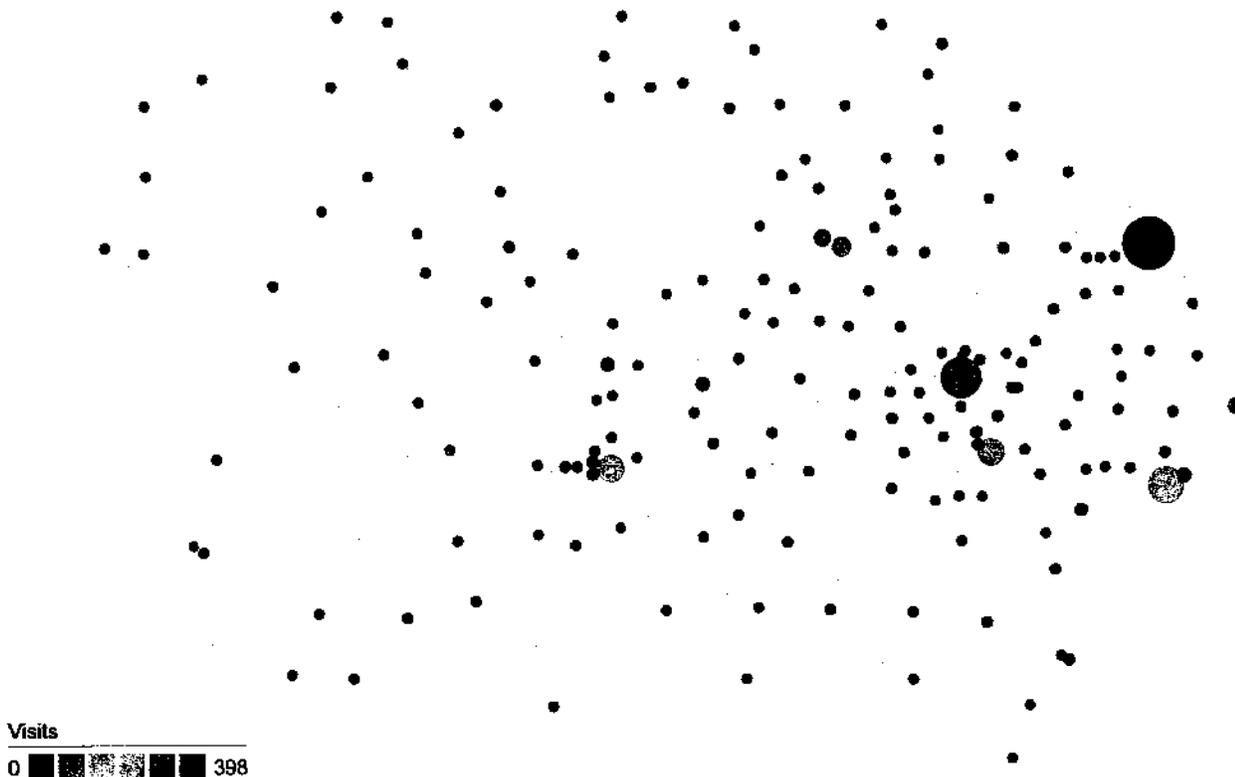


This state sent 8,252 visits via 423 cities

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
8,252	4.59	00:04:39	69.97%	29.33%		
Previous: 7,956 (3.72%)	Previous: 4.18 (9.80%)	Previous: 00:04:43 (-1.61%)	Previous: 61.27% (14.19%)	Previous: 36.11% (-18.79%)		
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
Chicago						
December 1, 2011 - December 31, 2011	2,021	4.09	00:04:22	69.92%	33.65%	
December 1, 2010 - December 31, 2010	1,311	4.70	00:05:25	76.51%	28.53%	
% Change	54.16%	-13.03%	-19.41%	-8.61%	17.94%	
Rockford						
December 1, 2011 - December 31, 2011	435	5.00	00:05:39	58.16%	31.95%	
December 1, 2010 - December 31, 2010	583	4.48	00:06:51	30.70%	34.99%	
% Change	-25.39%	11.58%	-17.62%	89.43%	-8.65%	
Moline						

December 1, 2011 - December 31, 2011	426	4.47	00:05:17	36.85%	35.68%
December 1, 2010 - December 31, 2010	148	5.70	00:05:15	64.86%	23.65%
% Change	197.04%	-21.54%	0.73%	-43.18%	50.88%
Peoria					
December 1, 2011 - December 31, 2011	221	5.36	00:05:16	70.14%	21.27%
December 1, 2010 - December 31, 2010	191	5.07	00:06:59	60.73%	33.51%
% Change	15.71%	5.71%	-24.54%	15.48%	-36.53%
Naperville					
December 1, 2011 - December 31, 2011	144	4.31	00:03:38	72.22%	25.00%
December 1, 2010 - December 31, 2010	131	4.21	00:05:29	70.99%	18.32%
% Change	9.92%	2.37%	-33.65%	1.73%	36.46%
Galena					
December 1, 2011 - December 31, 2011	138	4.43	00:03:08	44.85%	30.88%
December 1, 2010 - December 31, 2010	183	2.99	00:02:19	57.51%	48.70%
% Change	-29.53%	48.01%	35.22%	-22.01%	-36.59%
Bloomington					
December 1, 2011 - December 31, 2011	129	4.69	00:04:45	72.09%	25.58%
December 1, 2010 - December 31, 2010	1,188	1.66	00:02:16	23.86%	72.77%
% Change	-89.12%	182.63%	110.19%	202.13%	-54.31%
Aurora					
December 1, 2011 - December 31, 2011	112	4.72	00:04:08	79.46%	32.14%
December 1, 2010 - December 31, 2010	56	4.23	00:03:34	82.14%	19.64%
% Change	100.00%	11.60%	18.05%	-3.26%	63.64%
Schaumburg					
December 1, 2011 - December 31, 2011	105	4.26	00:04:22	76.19%	28.57%
December 1, 2010 - December 31, 2010	31	6.42	00:10:14	90.32%	12.90%
% Change	238.71%	-33.68%	-57.43%	-15.65%	121.43%
Wheaton					
December 1, 2011 - December 31, 2011	104	4.53	00:03:42	79.81%	25.96%
December 1, 2010 - December 31, 2010	106	5.60	00:06:18	63.21%	19.81%
% Change	-1.89%	-19.18%	-41.19%	10.26%	31.04%

1 - 10 of 423



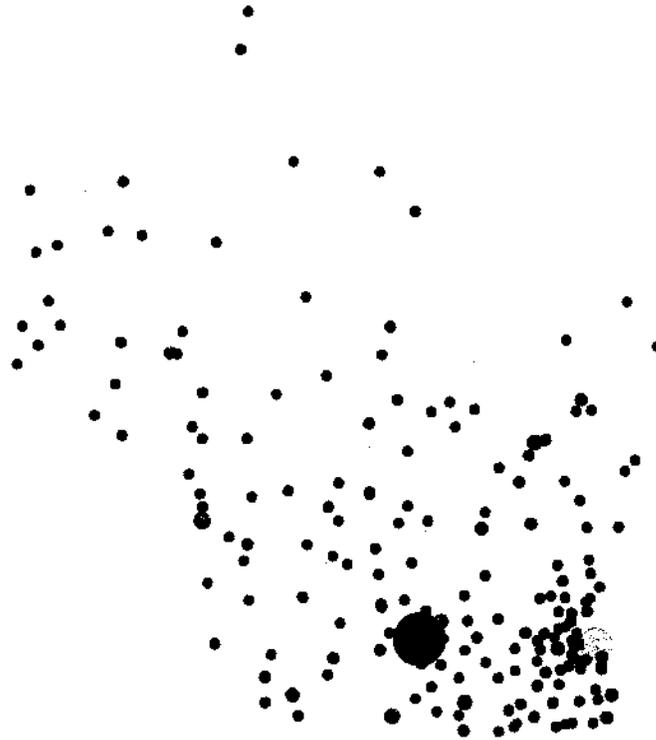
This state sent 2,087 visits via 175 cities

Site Usage

	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
	2,087	5.10	00:05:05	70.77%	23.19%
Previous:	1,490 (40.07%)	5.34 (-4.45%)	00:05:39 (-10.18%)	72.01% (-1.72%)	22.08% (5.03%)
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Dubuque					
December 1, 2011 - December 31, 2011	398	3.79	00:03:09	65.08%	30.65%
December 1, 2010 - December 31, 2010	278	4.54	00:04:26	62.59%	28.78%
% Change	43.17%	-16.60%	-28.93%	3.97%	6.52%
Cedar Rapids					
December 1, 2011 - December 31, 2011	283	5.71	00:05:58	71.73%	20.49%
December 1, 2010 - December 31, 2010	239	6.08	00:07:12	73.64%	15.90%
% Change	18.41%	-6.01%	-17.19%	-2.59%	28.90%
Davenport					

December 1, 2011 - December 31, 2011	246	4.70	00:04:17	66.26%	23.98%
December 1, 2010 - December 31, 2010	160	5.11	00:05:47	79.38%	21.88%
% Change	53.75%	-7.89%	-25.73%	-16.52%	9.64%
Des Moines					
December 1, 2011 - December 31, 2011	151	6.74	00:06:45	65.56%	21.85%
December 1, 2010 - December 31, 2010	82	5.18	00:05:09	78.05%	18.29%
% Change	84.15%	30.03%	30.84%	-16.00%	19.47%
Iowa City					
December 1, 2011 - December 31, 2011	149	4.95	00:04:47	81.21%	19.46%
December 1, 2010 - December 31, 2010	122	5.70	00:05:50	71.31%	16.39%
% Change	22.13%	-13.30%	-18.00%	13.87%	18.72%
Waterloo					
December 1, 2011 - December 31, 2011	82	5.27	00:05:22	73.17%	28.05%
December 1, 2010 - December 31, 2010	44	4.14	00:04:56	84.09%	22.73%
% Change	86.36%	27.37%	8.97%	-12.99%	23.41%
Cedar Falls					
December 1, 2011 - December 31, 2011	62	6.71	00:05:38	70.97%	14.52%
December 1, 2010 - December 31, 2010	22	3.86	00:04:10	68.18%	22.73%
% Change	181.82%	73.86%	35.03%	4.09%	-36.13%
Clinton					
December 1, 2011 - December 31, 2011	52	4.38	00:05:01	84.62%	23.08%
December 1, 2010 - December 31, 2010	50	4.62	00:05:22	66.00%	18.00%
% Change	4.00%	-5.09%	-6.62%	28.21%	28.21%
Beltendorf					
December 1, 2011 - December 31, 2011	43	3.56	00:03:03	69.77%	23.26%
December 1, 2010 - December 31, 2010	37	5.57	00:05:51	78.38%	16.22%
% Change	16.22%	-36.09%	-47.94%	-10.99%	43.41%
Melbourne					
December 1, 2011 - December 31, 2011	38	2.74	00:03:23	60.53%	39.47%
December 1, 2010 - December 31, 2010	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%

1 - 10 of 175

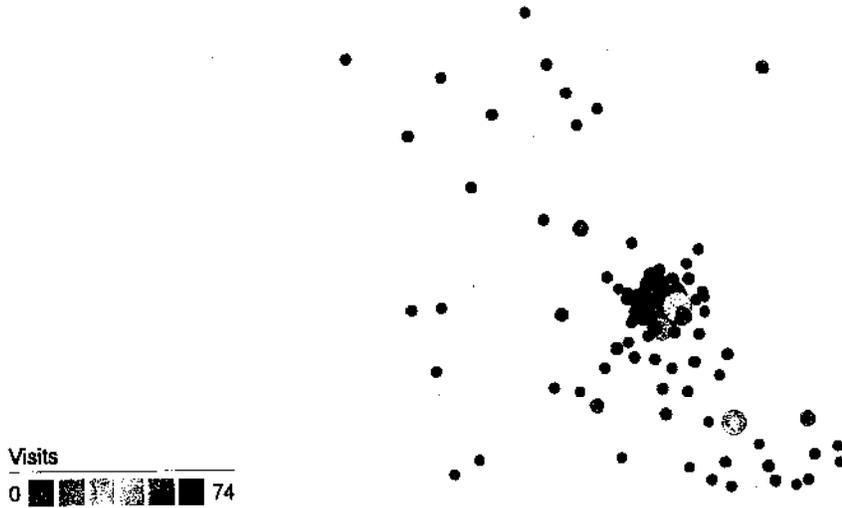


This state sent 1,401 visits via 185 cities

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
1,401	4.99	00:04:56	71.73%	25.41%		
Previous: 892 (57.06%)	Previous: 5.30 (-5.75%)	Previous: 00:04:59 (-1.05%)	Previous: 65.58% (9.38%)	Previous: 27.56% (-7.86%)		
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
Madison						
December 1, 2011 - December 31, 2011	322	4.86	00:04:31	70.81%	28.88%	
December 1, 2010 - December 31, 2010	178	5.87	00:05:33	74.16%	16.29%	
% Change	80.90%	-17.21%	-18.67%	-4.52%	77.28%	
Milwaukee						
December 1, 2011 - December 31, 2011	164	5.29	00:06:18	67.68%	23.78%	
December 1, 2010 - December 31, 2010	106	5.06	00:04:52	64.15%	38.68%	
% Change	54.72%	4.67%	29.32%	5.61%	-33.52%	
La Crosse						

December 1, 2011 - December 31, 2011	50	3.52	00:03:19	66.00%	26.00%
December 1, 2010 - December 31, 2010	23	4.70	00:05:35	82.61%	21.74%
% Change	117.39%	-25.04%	-40.70%	-20.11%	19.60%
Monroe					
December 1, 2011 - December 31, 2011	39	4.69	00:04:31	64.10%	17.95%
December 1, 2010 - December 31, 2010	5	9.00	00:15:56	100.00%	20.00%
% Change	680.00%	-47.86%	-71.64%	-35.90%	10.29%
Elm Grove					
December 1, 2011 - December 31, 2011	38	7.24	00:08:05	68.42%	21.05%
December 1, 2010 - December 31, 2010	37	6.19	00:05:17	67.57%	8.11%
% Change	2.70%	16.96%	52.61%	1.26%	159.65%
Janesville					
December 1, 2011 - December 31, 2011	37	5.24	00:04:05	78.38%	21.62%
December 1, 2010 - December 31, 2010	23	6.48	00:05:35	73.91%	13.04%
% Change	60.87%	-19.06%	-26.67%	6.01%	65.77%
Appleton					
December 1, 2011 - December 31, 2011	37	5.00	00:03:52	91.89%	32.43%
December 1, 2010 - December 31, 2010	18	5.22	00:07:03	55.56%	27.78%
% Change	105.56%	-4.26%	-45.10%	65.41%	16.76%
Piatteville					
December 1, 2011 - December 31, 2011	30	4.50	00:03:57	83.33%	13.33%
December 1, 2010 - December 31, 2010	32	6.22	00:06:27	75.00%	28.12%
% Change	-6.25%	-27.64%	-38.74%	11.11%	-52.59%
Waukesha					
December 1, 2011 - December 31, 2011	28	4.25	00:03:28	64.29%	21.43%
December 1, 2010 - December 31, 2010	21	5.24	00:06:37	52.38%	19.05%
% Change	33.33%	-18.86%	-47.73%	22.73%	12.50%
Sun Prairie					
December 1, 2011 - December 31, 2011	28	3.21	00:02:15	67.86%	35.71%
December 1, 2010 - December 31, 2010	3	5.67	00:02:48	66.67%	0.00%
% Change	800.00%	-43.28%	-19.52%	1.79%	100.00%

1 - 10 of 185



This state sent 333 visits via 86 cities

Site Usage

	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
333	4.56	00:04:04	73.87%	29.43%	
Previous: 280 (18.93%)	Previous: 5.01 (-9.15%)	Previous: 00:04:58 (-17.98%)	Previous: 80.00% (-7.66%)	Previous: 27.14% (8.42%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Minneapolis					
December 1, 2011 - December 31, 2011	74	3.59	00:03:12	79.73%	33.78%
December 1, 2010 - December 31, 2010	120	5.05	00:05:58	80.00%	31.67%
% Change	-38.33%	-28.82%	-46.30%	-0.34%	6.69%
St Paul					
December 1, 2011 - December 31, 2011	33	3.48	00:02:30	75.76%	24.24%
December 1, 2010 - December 31, 2010	10	2.90	00:02:44	90.00%	40.00%
% Change	230.00%	20.17%	-8.43%	-15.82%	-39.39%
Rochester					

December 1, 2011 - December 31, 2011	24	4.21	00:02:54	75.00%	33.33%
December 1, 2010 - December 31, 2010	44	7.02	00:05:19	75.00%	22.73%
% Change	-45.45%	-40.08%	-45.39%	0.00%	46.67%
Burnsville					
December 1, 2011 - December 31, 2011	21	5.76	00:04:05	66.67%	33.33%
December 1, 2010 - December 31, 2010	4	2.75	00:01:35	75.00%	25.00%
% Change	425.00%	109.82%	157.92%	-11.11%	33.33%
Osseo					
December 1, 2011 - December 31, 2011	13	4.23	00:04:49	53.85%	15.38%
December 1, 2010 - December 31, 2010	4	6.75	00:05:51	100.00%	50.00%
% Change	225.00%	-37.32%	-17.74%	-46.15%	-47.22%
St Cloud					
December 1, 2011 - December 31, 2011	9	3.11	00:01:26	77.78%	55.56%
December 1, 2010 - December 31, 2010	1	4.00	00:01:58	100.00%	0.00%
% Change	800.00%	-22.22%	-27.02%	-22.22%	100.00%
Winona					
December 1, 2011 - December 31, 2011	9	5.00	00:03:05	77.78%	44.44%
December 1, 2010 - December 31, 2010	2	2.50	00:01:30	50.00%	0.00%
% Change	350.00%	100.00%	105.00%	55.56%	100.00%
Circle Pines					
December 1, 2011 - December 31, 2011	8	5.00	00:05:55	62.50%	25.00%
December 1, 2010 - December 31, 2010	3	4.33	00:02:02	66.67%	0.00%
% Change	166.67%	15.38%	190.73%	-6.25%	100.00%
Savage					
December 1, 2011 - December 31, 2011	8	4.12	00:02:45	87.50%	25.00%
December 1, 2010 - December 31, 2010	7	4.00	00:01:27	100.00%	0.00%
% Change	14.29%	3.12%	90.45%	-12.50%	100.00%
Mankato					
December 1, 2011 - December 31, 2011	7	3.71	00:05:14	71.43%	28.57%
December 1, 2010 - December 31, 2010	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	0.00%	100.00%

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President/CEO Report to the Board of Directors

Visit Galena.org

Monday, January 23rd, 2012

Submitted by Richard Forester

- I. **Quarterly Report:** With a great assist from the staff the first quarterly report was prepared for submission to the board today and to the city council on board approval. After a full year of gathering this data and with additions and modifications we will have a good set of benchmark numbers with which to set realistic goals for the organization in the future.
- II. **Year End Reports/Taxes:** With the help of our accounting firm our year end tax reports for 2010, which had been delayed were completed and filed with the state and federal governments. Somehow our \$15.00 check to the state for the tax filing fee was lost or mishandled. The check was written and I signed it and submitted it with the report but the state indicated the check was not in the envelope when it arrived in Springfield. As a result we were fined \$100.00 and had to send a second check in the amount of \$115.00 to the state. So far we have not been able to determine what happened to the check. It has not cleared the bank.
- III. **Tri State Tourism Council:** Tonia and I both served on a committee to select a provider for a new web site for the council. We joined executive Director Dave Decker and Mark Van Osdol on the committee which selected Dorian Dickinson to be the new vendor for web site services. He is providing the new site in exchange for a two year platinum membership in the organization. The new site will be independent and fully functional in the spring. It will give a new stand alone identity for the organization, which is growing and providing many new

opportunities for collective promotion of our area. I also attended the regular monthly meetings of the council in December and January.

- IV. **Budget:** I have done considerable preliminary work on a draft budget for 2012/13. A first draft was submitted to Chairman Art Landen and Treasurer Drew Townsend for their input. Following additional input from the marketing advisory committee, Tonia and I will continue to work on the draft with final presentation to the board in March. It must be approved by the April meeting for submission to the city council. I am projecting flat income for the next budget year and a carryover of some \$40,000 from this year's budget to supplement next year.
- V. **Tour of Galena bike Race:** I continue my work and conversations with organizers and local officials for this event. The organizers will come before the February 13th meeting of the city council to make their formal proposal. They were also very encouraged by the board's vote to financially support the event at the same level as this past year.
- VI. **CDFG Legislators Day:** I was invited and attended this event at the Desoto House on January 12. Both Representative Jim Sacia and Senator Tim Bivins were present for the event. Moderator Carter Newton invited me to report to them on the efforts and progress of our organization. We were included with both the city and county, as well as the Vision 2020 group, the State Department of Transportation, the hospital and other community groups in the discussions.
- VII. **Marketing Advisory Committee:** As reported earlier in this meeting Tonia and I also attended these regular meetings.
- VIII. **Other opportunities:** I was interviewed on Biggleswade Radio in England for a Christmas Day program and had the opportunity to promote our destination and community to that audience. My best friend has a regular program on the station.
I also attended the following meetings/events
A presentation of "In Old Galena" at the Goldmoor Inn, it will be a dinner theater presentation at the Goldmoor this winter.

A meeting with the Madison Mallards marketing team to view a proposal for marketing opportunities this season. This was presented to the Marketing Advisory Committee for their input.

I attended the January meeting of the Bed And Breakfast Innkeepers of Galena and gave a report.

Log Me In software has been installed on both office computers to allow Tonia and I access to work if we can't make it in due to weather or illness.

I developed a sick leave plan for Visit Galena.org which was presented today.

I turned 65 on January 11th and qualified for medicare in which I am now enrolled. This will be a large savings to the organization in terms of insurance costs.

BOARD OF DIRECTORS MEETING NOTICE

GREATER GALENA MARKETING, INC.

VisitGalena.org

3:00 P.M. Monday December 19th, 2011
Old Market House, 123 N. Commerce Street, Second Floor
Galena, IL 61036

- I. Call to Order by Presiding Officer
- II. Roll Call
- III. Pledge of Allegiance
- IV. Request to Address the Board (Non-Agenda Items 5-minutes per person, Agenda Items 15-minutes total for any single agenda item)
- V. Approval of the Board Meeting minutes dated: November 21st, 2011 Landen/Dubois
- VI. Action Items
 - A. Discuss and Consider Financial Statements and Bank Statements dated November 30, 2011, Townsend
 - B. Software purchase (Log-me-in to allow remote access for Richard and Tonia) info attached Forester/Blair
 - C. Special Events Committee Report
 1. Cruisin' Car Classic; no recommendation
 2. XXX Tour of Galena Bike Race; recommend sponsorship funding at same level as 2011, \$10,000.
- VII. Discussion Items
 - A. Maternity/Sick Leave
 - B. Strategic Plan
- VIII. Committee Reports

- A. Executive Committee; Landen
- B. Marketing Advisory Committee; Kelley

IX. Staff Reports

- A. Interactive Marketing, Tonia Blair
 - a. Website Statistics, November '10 vs. '11
 - b. Marketing for Harley Fan Fest
 - c. Social Media Update
- B. President's Report
Written report submitted

X. Board Comments/Announcements

XI. Adjourn

Merry Christmas & Happy New Year

**DRAFT MINUTES OF THE VISIT GALENA/GREATER GALENA MARKETING, INC.
BOARD MEETING OF NOVEMBER 21, 2011**

CALL TO ORDER

Chairman Landen, called the meeting to order at 3:04p.m. at the Old Market House on November 21, 2011.

ROLL CALL

The following members were present: Abt, Althaus, Farruggia, Landen, Lincoln, Strobusch, Townsend.
Absent: DuBois, Kelley, Kempner. Also present: Tonia Blair, Richard Clark, Richard Forester. Audience:
Deb Bertucci, sitting in for Dan Kelley.

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS - None.

APPROVAL OF MINUTES

Motion: Townsend moved, Farruggia seconded, to approve the minutes of October 17, 2011.
Motion carried.

ACTION ITEM

Discuss and Consider Financial Statements and Bank Statements dated October 31, 2011.

(Townsend)

Townsend noted the October 2011/2010 Balance Sheet comparison is up slightly from last year, about \$67,000 remaining in Visit Galena's bank account at the conclusion of October. Townsend reviewed the Supplemental Schedule of Revenue & Expenditures - Income Tax Basis (Six Month Ended) October 31, 2011/2010 provides more appropriate comparative information - Visit Galena's fiscal year 6 month's concluded on October 31, 2011 compared to last year are approximately the same. Revenue - Hotel/Motel taxes are up slightly for October 31, 2011 (Cooperative advertising/City of Galena-restrooms/Grant/Misc) carried zero balance compared to 2010. Townsend notes that the Expenditure comparison reveals why it's been necessary for the Board to have continued discussions regarding some of the categories - Marketing/advertising has been broke out differently this year providing a clearer definition - Special Events was itemized differently in 2010 and 2011 provides a clearer picture of these expenditures. Hotel/Motel revenue has had a slight increase over last year and about \$29,000 less in expenditures than in 2010. The difference is the surmised Cooperative Campaign planned when the Budget was prepared - this campaign did not materialize. In 2010 the Cooperative Campaign brought in dollars from the participating business owners. Townsend notes that keeping these efforts in front of the Board may lend to achieving a campaign. Visit Galena set their goal at an increase of 5% in 2011 for Hotel/Motel revenue but even though revenue is up slightly, did not reach the 5% mark. In discussion regarding the Six Month Actual/Budget Expenditure it's noted that the Budget was divided by 12 to arrive at the figures which throws the report off in actuality. Visit Galena will monitor this year's spending to have a more accurate forecast. In the past seasonality was also applied to the projected so possibly that could be folded into the exercise. Reclassification of expenses will help define the reports more clearly. Visit Galena is on a cash basis so timing differences may be subject to continued evaluation. Focusing on some of the larger numbers, understanding month over month and year over year and how we're stacking up compared to last year. As Visit Galena moves through the second year with the Accountant we should have a better baseline and find more value. Financial Report pagination was suggested.

Motion: Townsend moved, Althaus seconded, to approve the Financials presented for October 31, 2011. Motion carried.

ACTION ITEM

Approve Marketing Advisory Committee Proposal

Kelly, as a Visit Galena Board member and Marketing Advisory Chairman requested the discussion and consideration of a formal vote by the Visit Galena Board approving the creation of a Visit Galena Marketing Advisory Committee (MAC). A diversified list of major players within the tourism industry who have been selected to serve on the MAC was provided to the Board members as well as Minutes from the November 9, 2011 meeting. Board member Townsend asked - if the selected MAC members offered a suggestion regarding marketing would this recommendation take precedence over the Visit Galena Board? – Forester made mention that the MAC is an advisory committee not the decision makers. The MAC will be discussing and reviewing the expenditure of advertising dollars. The MAC would be a source of information on which markets are most important to our members and the major players within the local tourism industry. Forester and Blair will be in attendance at MAC meetings. MAC will probably meet more frequently through February 2012 to offer suggestions for the 2012/2013 Marketing campaign, then at least quarterly.

Motion: Farruggia moved, Abt seconded, to approve the creation of a Visit Galena Marketing Advisory Committee. Motion carried.

ACTION ITEM

Approve Annual Performance Measures Proposal

Review and discuss the draft proposal Performance Measures for VisitGalena.org. Board member Lincoln noted that City Council is evaluating a 2-year contract with VisitGalena.org instead of a 1-year. This will be probably be placed on the December agenda. Board member Townsend asked how detailed a document the City Council would want to have provided to them? Lincoln noted that some City Council representatives do want to review detailed documents. Forester suggests that we make these Performance Measures a part of our presentation to the Galena City Council to show that we are excellent stewards of the tax money entrusted to Visit Galena and that we will be giving them specific results of their investment in our operation. Forester indicated that the Visit Galena Board should bring forth the Performance Measures on a regular basis for our own review – we need to see what we're doing internally on a continual basis. The Board has reviewed the Performance Measures in the past but now we need to formalize the process.

Motion: Townsend moved, Strobusch seconded, to approve the proposed Performance Measures. Motion carried.

ACTION ITEM

Nominating Committee to be appointed by Chairman Landen

Landen and Forester have had some discussion regarding preparation for the inevitable turnover of Board members and Officers plus terms come around quickly. Landen asked the Board to consider who of our Board members would be willing to step up as Officers and we should always be on alert as to people in our constituency and area of interest who we think would be good Board members. Forester suggested we have a formal nominating committee to prepare a slate of Officers for consideration in April of next year. Landen appointed Althaus, Farruggia and Lincoln to serve on the Nominating Committee. Landen will be in contact with this Committee in the near future.

ACTION ITEM

Quilt Show expenditure

DuBois provided an email noting details of the Quilt Fest for review by the Board. In her absence, Blair who worked closely with the Quilt Fest Committee (QFC) on the advertising/marketing campaign noted that the QFC had about \$1,000 remaining from Special Event advertising funds. Blair set up advertising campaigns for the 3-month Quilt Fest event and during the process it became too late to set up any print material for distribution. Printed booklets were circulated to promote this event. During the course of the 3-month Quilt Fest event the QFC inadvertently gave an invoice for booklet printing to the event Sponsor (BBIG) and now the request is that Visit Galena reimburse the Sponsor (BBIG) \$614.13 for the printed material and the remaining dollars be in reserve for 2012 advertising/rack cards. The Special Events Committee has reviewed this information and recommended the Board support this request. Board discussion OK'd this request (no vote was necessary).

ACTION ITEM –City Council

Mission Statement

The Board discussed the proposed Mission Statements and noted that one proposed Mission Statement was created during the Cooperative Presentation held in the Spring of 2010. The Board reviewed all of the enclosed Mission Statements to decide which best covers Visit Galena's overall objective. The first page of Visit Galena's contract with the City of Galena declares a lengthy statement form of our Mission. In continued discussion the Board noted that in the early stages of the establishment of GGMI/Visit Galena that the Board developed a Mission Statement and now, after the Board's review and consideration the Board concluded that this original Mission Statement should be sustained. The Greater Galena Marketing, Inc. DBA VisitGalena.org mission is to strategically position Galena as a premier destination to enhance the economic vitality of the City and quality of life benefits for its citizens. No further action is necessary.

DISCUSSION ITEM

Update on Insurance Issue

Forester and the independent Insurance Agent reviewed the existing policy and it will be renewed. Forester laid out Option 4 scenarios. Forester also reviewed his findings of when he turns 65 – the premium would decrease. Forester is researching a policy for his wife. Blair's husband is being considered for State employment and if this be the case he would carry the insurance and Visit Galena would pay the premium due for Blair. With all these proposed considerations the total cost would be considerably less than what is being paid now. Forester mentions that his findings are a fairly complicated process and he will inform the Board in December 2011.

DISCUSSION ITEM

Discussion of December meeting/party

Forester discussed what thoughts the Board may have for the Holiday Season as the next Board meeting date is December 19, 2011. The Board decided to continue the meeting start time at 3:00 p.m. and have a shorter agenda followed with refreshments. Spouses and staff are invited.

DISCUSSION ITEM

Galena vs. Greater Galena sorting on website

Concern has been shown by Greater Galena B&B's regarding the policy that Galena lodging is displayed on the website in alpha order followed by the Greater Galena lodging if a site user keys in both Galena and Greater Galena. Greater Galena lodging businesses pay a membership fee \$250/plus \$5 per room to be part of VisitGalena.org. Board discussion carried that if Greater Galena lodging is willing to pay the

fees they should be incorporated into the website the same as any Galena lodging. The website Search page can be left as is: site user can key in Galena or Greater Galena to distinguish if they want to lodge in town or outside of town. Questions posed: do the Greater Galena members receive a list of the benefits they receive for becoming a VisitGalena.org member? (NO). Can site users distinguish where lodging is located (in town or outside of town)? (THERE'S A MAP DISPLAYED FOR EACH LODGING). Further discussions: to become a member of VisitGalena.org the business has to be in Jo Daviess County, other businesses of Greater Galena that has elected to become members are located within the same directory. The Board's decision is to instruct Forester/Blair to proceed with website changes, investigate the current policy take and bring the findings to the Board's attention as well as notify the property that notified Visit Galena of this issue.

B&B vs. Hotel/Motel Policy

Blair started the discussion of distinguishing between large lodging (hotel/motel/resort) – 10 rooms and above / small lodging (B&B/rentals/inns) – under 10 rooms. Blair discussed an email from a lodging business that falls into the category of B&B's but this lodging does not serve breakfast. The lodging who sent the email indicated that they post clearly on their website that they do not serve breakfast but due to the fact that they are listed under B&B's visitors assumes breakfast is served. Because there's so few lodgings that fit into this gray area it would not be of benefit to create a third category. Board decision: Blair to contact lodgings that may fit into this category and find out if they want to be placed in the large lodging category.

Seasonal Listings

Policy if a business member wants more than one listing the fee is \$100 per additional listing. Policy also indicates that Visit Galena prorates if a business chooses to remove their listing plus business can re-sign up to acquire their seasonal listings. Blair will talk with the business that has posed the seasonal question of having a reduction in their seasonal rate and explain Visit Galena's policy and also suggest a method of acquiring the wants of this business but staying within the guidelines of Policy. Board decision: No seasonal membership option will be established.

COMMITTEE REPORTS

Special Events Committee - Discussed previously in the Minutes

Marketing Advisory Committee - Discussed previously in the Minutes

STAFF REPORTS

INTERACTIVE MARKETING (Blair)

Web Statistics

10% increase over last year at this time. Google Adwords were down 25% because Visit Galena is not spending as much. Organic is up 116% and Direct to our Site is up 70%. Statistics reveal that site visitors are leaving from the Exit pages of restaurants, events rather than the Home page which means they must be getting the information they need and then exiting. County/Territory detail reveals that Illinois/Iowa/Wisconsin were all up – Minnesota down but this may be due to less radio advertising at this time. Mobile devices - iPad is up 428%, all other mobile devices are down. Blair will look up average monthly hits.

E-Newsletter – Highlights upcoming events.

Event Marketing – Blair mentioned 2 publications that offer better rates if advertising in conjunction - Nouveau Weekend (Grand Tasting) partook in this marketing avenue applying their Special Events funds. *Minutes of the Visit Galena/Greater Galena Marketing, Inc. Board meeting of November 21, 2011 – continued*

Blair presented these publications. Althaus noted that the Grand Tasting was as good or better than last year. Detail has not come in yet but Committee reports Chocolate, Champagne & Candlelight event worked out nicely plus the second night event – Silent Auction Festival of Trees/Vintage clothing also went well. Christmas advertising is well underway - radio/ print/Google. Farm Bureau did a nice write up and they also posted on Facebook and Twitter.

Social Media – Social Media continues to receive more followers – Blair recently set up a Google Plus account – listed as Galena Illinois, Visit Galena & VisitGalena.org. Twitter – Film production company (Templar Productions) out of Chicago, haunted travel series (Ghost Stories) that had contacted Blair visited Galena this past weekend and had nothing but good things to say about Galena. Their representatives were on Facebook and Twitter relaying positive information about Galena.

2012 IL Travel Guide

Bonnie Heimbach provided information regarding a co-op ad space in the 2012 Illinois Travel Guide. Forester/Blair recommends being included as this is a very highly distributed guide. CVB is taking out a ½ page ad independently. Co-oping with Northern Illinois is recommended because we're not considered Northern Illinois anymore, we're considered Mississippi River so it would nice be included in Chicago area advertising. The Cost for co-op advertising would be about \$2,627 for a 1/6 page ad. Visit Galena has contingency funds to allocate for this type advertising. Board is interested in partnering but requests detail as to who's participating and circulation areas.

PRESIDENT'S REPORT (Forester)

Crusin' Car Show

Forester met with Steve Pape of the Iowa-Wisconsin-Illinois Classic & Antique Car Assn. in Dubuque and David Palmer of 3 D Sound Company of Dixon, IL, with both being involved in staging car shows in the tri-state area. Their interest is either Memorial Day weekend 2012 or the third weekend of June 2012 – lodging consensus is that the third weekend of June 2012 would be a better choice. Staging the show along the riverfront by the Depot plus they would partner with Galena Brewing Co. A registration fee would be charged. Pape/Palmer request that Visit Galena market the event and help provide administrative support, submitting a request for sponsorship by Visit Galena's next meeting.

Meeting with City Council Committee

Forester, Landen and Kelley met with the City Council Committee to discuss the renewal of Visit Galena's contract. Discussion included: extending the contract to a two year term and additional reporting responsibilities. A request has been forwarded to Forester by Mark Moran suggesting that Visit Galena consider financing the Main Street flower baskets. There was also mention of Visit Galena taking back the restroom responsibility but Lincoln was very strong in noting that the City maintains this responsibility.

GDBA Partnership/Letter

Forester/Meadows/Newton met to discuss the agreed upon partnership between GDBA and Visit Galena. Letter provided at the last Board meeting was published in the Gazette/November 8, 2011. Forester/Meadows to hand distribute the Letter to local businesses.

Job Review

Landen/DuBois participated in Forester's performance review. Communication issues were discussed with Forester but he was pleased with the overall satisfaction of his review as was communicated to him via Board leadership. It was also suggested that we return to the practice of delivering printed copies of the Board packets the week before the Board meeting.

Galenian

Forester met with Carter Newton and staff to discuss the Galenian and Visit Galena's continued partnership with them. Newton requested suggestions (and criticism) for improvements to the publication. The staff has responded with a number of good suggestions. Forester is seeking an evaluation from a respected tourism consultant about the overall quality of the piece and will report back to Newton.

Rotary Derby Party planning

Forester attended a planning session with representatives of the Chamber, CVB and the Galena Rotary Club to plan for their annual event to raise funds for the Rotary observing the Kentucky Derby, the first Saturday in May. Blair and Forester are working on promoting and marketing the event to try and generate more interest and overnight stays. Additional events are being considered by the Club to boost attendance/prolong the event.

Office Move

Forester/Blair/Sally, with assistance from the Galena Moving Co. worked to switch Forester/Blair's office space to be located by the windows and what was the partitioned office space is now the Board meeting/conference area.

Employment interviews

Welcome Center staff/Forester conducted interviews for a new part time employee. Colleen Yonda replaces Mikaela Rhodes. Yonda has previous experience with the Galena History Museum and the Library.

Additional duties/meetings

Forester attended meetings, etc. - Large lodging, Bed & Breakfast Innkeepers of Galena (BBIG), VisitGalena.org Marketing Advisory Committee, Galena Chamber of Commerce Banquet, Nouveau Wine weekend activities, Halloween Parade, arranged for winter snow removal as well as clearing by the dumpster new contracting company - Pettigout. Forester met with the Heiken's of Ryan Mansion/Anne Wiggins, Long, GM of the Ramada, Montes, GM of the Country Inn Suites. Forester also met with the Tour of Galena folks. This group would like an invitation from Visit Galena to return to Galena for their event. Forester will work with Mark Moran as to the things that need to be done. Forester hopes to provide more information regarding this event at the December Board meeting. The Tour group is looking at June 8-10, 2012 and they are looking at headquartering at the Desoto Hotel but contracting with other Galena hotels. The Cemetery Walk is also held that weekend.

Visitor Services - Up from the previous year.

Article in the Telegraph Herald

Chamber defends the use of room tax revenue in Platteville. There's a new City manager plus one of the City Council members are focusing on taking the money away from the Chamber and letting the City administer. Forester does not know the outcome, it just bears being aware of. If any Board member wants to read the article contact Forester.

Old Market House decorations - Murphy/Forester and wife Kathy decorated the Welcome Center.

Forester asked if the Board had any questions

Farruggia - In the correspondence that was distributed by the City – Average Hotel Room Rate – what does Rev PAR mean? Forester – Revenue per Available Room –large lodging acquires this information – it's a standard measurement used throughout the industry – a formula – based on the number of rooms that are available for occupancy. Forester has no involvement in this large lodging method.

ADJOURN TO EXECUTIVE SESSION

Motion: Farruggia moved, Abt seconded, to move into closed session at 4:50p.m. Motion carried.

Motion: Althaus moved, Landen seconded, to return to general session at 5:03p.m. Motion carried.

ADJOURNMENT

Motion: Althaus moved, Landen seconded, to adjourn the meeting at 5:04p.m. Motion carried.

Respectfully submitted,
Leslie DuBois, Secretary

GREATER GALENA MARKETING, INC.

Galena, Illinois

FINANCIAL STATEMENTS

November 30, 2011 and 2010

GREATER GALENA MARKETING, INC.
STATEMENT OF ASSETS, LIABILITIES AND FUND BALANCE - INCOME TAX BASIS
November 30, 2011 and 2010

	ASSETS	
	<u>2011</u>	<u>2010</u>
CURRENT ASSETS		
Cash in Bank - operating #7794	\$ 40,126.52	\$ 44,149.54
Cash in bank - money market #9634	30,760.33	30,495.34
Accounts receivable - deposits	500.00	500.00
Accounts receivable - other	8,742.08	6,957.75
	<hr/>	<hr/>
Total current assets	80,128.93	82,102.63
FIXED ASSETS		
Equipment	18,227.98	9,737.28
Furniture	3,848.29	3,848.29
Total, at cost	22,076.27	13,585.57
Less: accumulated depreciation	4,634.97	2,600.05
	<hr/>	<hr/>
Total fixed assets	17,441.30	10,985.52
	<hr/>	<hr/>
TOTAL ASSETS	<u>\$ 97,570.23</u>	<u>\$ 93,088.15</u>
LIABILITIES AND FUND BALANCE		
CURRENT LIABILITIES		
Accounts payable - general	\$ 0.00	\$ 150.00
Accounts payable - grants	0.00	375.00
Accrued FICA/FWH	2,646.23	2,792.86
Accrued SWH	568.80	349.50
Accrued SUTA/FUTA	582.86	387.00
Note payable - GSB #1135 - copier	8,368.29	0.00
	<hr/>	<hr/>
Total current liabilities	12,166.18	4,054.36
FUND BALANCE		
Unrestricted net assets	52,298.22	75,105.48
Net income (loss)	33,105.83	13,928.31
	<hr/>	<hr/>
Total fund balance	85,404.05	89,033.79
	<hr/>	<hr/>
TOTAL LIABILITIES AND FUND BALANCE	<u>\$ 97,570.23</u>	<u>\$ 93,088.15</u>

These financial statements should be read only in
connection with the accompanying
accountant's compilation report.

GREATER GALENA MARKETING, INC.
STATEMENT OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
One Month and Seven Months Ended
November 30, 2011

	1 Month Ended <u>November 30, 2011</u>	7 Months Ended <u>November 30, 2011</u>	Budget Year to Date <u>April 30, 2012</u>	<u>Budget Balance</u>
REVENUES				
Room tax	\$ 52,769.95	\$ 281,791.52	\$ 457,500.00	\$ (175,708.48)
Cooperative advertising	0.00	0.00	10,000.00	(10,000.00)
Membership fees	0.00	8,580.00	8,500.00	80.00
Grant income - state	0.00	0.00	5,000.00	(5,000.00)
Mardi Gras income	0.00	0.00	5,000.00	(5,000.00)
Special events income	0.00	3,737.50	0.00	3,737.50
	<u>52,769.95</u>	<u>294,109.02</u>	<u>486,000.00</u>	<u>(191,890.98)</u>
Total revenues				
EXPENDITURES				
Accounting	3,325.00	5,595.00	7,500.00	(1,905.00)
Advertising	0.00	400.00	0.00	400.00
Bank fees	18.40	84.00	24.00	60.00
Community/employee relations	0.00	50.00	500.00	(450.00)
Depreciation	169.58	1,187.06	2,000.00	(812.94)
Employee benefits	1,526.42	8,295.97	11,800.00	(3,504.03)
Furniture, fixtures & equipment	85.00	1,004.69	1,000.00	4.69
Insurance	0.00	1,218.00	0.00	1,218.00
Internet	3,695.85	24,668.05	60,000.00	(35,331.95)
Legal and professional	0.00	0.00	300.00	(300.00)
License and fees	0.00	0.00	445.00	(445.00)
Marketing / advertising	9,306.40	42,265.20	141,431.00	(99,165.80)
Miscellaneous expense	130.20	10,409.62	500.00	9,909.62
Mardi Gras expense	0.00	0.00	8,500.00	(8,500.00)
Office/general/insurance	204.99	2,886.29	6,000.00	(3,113.71)
Postage	148.32	1,093.62	8,000.00	(6,906.38)
Professional development - other	0.00	274.10	3,500.00	(3,225.90)
Repairs and maintenance	437.40	3,210.16	3,000.00	210.16
Special Events	5,823.91	45,413.74	60,000.00	(14,586.26)
Taxes - payroll	1,026.61	8,798.21	14,000.00	(5,201.79)
Telephone / internet	274.76	1,952.31	3,000.00	(1,047.69)
Travel	0.00	0.00	500.00	(500.00)
Utilities	137.40	298.78	7,000.00	(6,701.22)
Utilities	5,769.24	40,519.28	52,000.00	(11,480.72)
Wages - CEO	3,307.70	26,307.75	44,000.00	(17,692.25)
Wages - internet / events	2,790.75	24,564.91	42,000.00	(17,435.09)
Wages - hourly	0.00	600.00	600.00	0.00
Wages - contract	276.92	2,076.90	3,600.00	(1,523.10)
Wages - salary	1,845.50	7,808.00	4,800.00	3,008.00
Web	<u>1,845.50</u>	<u>7,808.00</u>	<u>4,800.00</u>	<u>3,008.00</u>
	<u>40,300.35</u>	<u>260,981.64</u>	<u>486,000.00</u>	<u>(225,018.36)</u>
Total expenditures				

These financial statements should be read only in
connection with the accompanying
accountant's compilation report.

GREATER GALENA MARKETING, INC.
STATEMENT OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
One Month and Seven Months Ended
November 30, 2011

	1 Month Ended <u>November 30, 2011</u>	7 Months Ended <u>November 30, 2011</u>	Budget Year to Date <u>April 30, 2012</u>	<u>Budget Balance</u>
Net excess (deficit)	12,469.60	33,127.38	0.00	33,127.38
OTHER REVENUES (EXPENDITURES)				
Interest income	2.27	7.76	0.00	7.76
Interest expense	(29.31)	(29.31)	0.00	(29.31)
Total other revenues (expenditures)	(27.04)	(21.55)	0.00	(21.55)
EXCESS (DEFICIT) OF REVENUES OVER EXPENDITURES	<u>\$ 12,442.56</u>	<u>\$ 33,105.83</u>	<u>\$ 0.00</u>	<u>\$ 33,105.83</u>

These financial statements should be read only in
connection with the accompanying
accountant's compilation report.

SUPPLEMENTAL INFORMATION

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES -INCOME TAX BASIS
November 30, 2011

	1 Month Ended <u>November 30, 2011</u>	7 Months Ended <u>November 30, 2011</u>	Budget 7 Months Ended <u>November 30, 2011</u>
REVENUES			
MEMBERSHIP DUES			
Greater Galena Lodging	\$ 0.00	\$ 3,555.00	
Greater Galena Dining	0.00	1,000.00	
Greater Galena Visitor Svc	0.00	250.00	
Greater Galena Weddings	0.00	1,100.00	
Greater Galena Attractions	0.00	625.00	
Greater Galena Golf	0.00	250.00	
Greater Galena Hiking	0.00	250.00	
Greater Galena Winter Rec	0.00	250.00	
Greater Galena Spa Services	0.00	500.00	
Greater Galena Wine & Tastings	0.00	500.00	
Additional Listing Dining	0.00	100.00	
Additional Listing Entertainment	0.00	200.00	
	<hr/>	<hr/>	
Total membership dues	<u>\$ 0.00</u>	<u>\$ 8,580.00</u>	<u>\$ 8,500.00</u>
EXPENDITURES			
FURNITURE, FIXTURES AND EQUIPMENT			
FF&E - computer equipment	\$ 85.00	\$ 755.00	
FF&E - telephone equipment	0.00	249.69	
	<hr/>	<hr/>	
Total furniture, fixtures and equipment	<u>\$ 85.00</u>	<u>\$ 1,004.69</u>	<u>\$ 583.38</u>
INTERNET			
Internet - Google AdWords	\$ 2,500.00	\$ 17,791.27	
Internet - other	31.88	286.92	
Internet / marketing - other	1,163.97	6,589.86	
	<hr/>	<hr/>	
Total internet	<u>\$ 3,695.85</u>	<u>\$ 24,668.05</u>	<u>\$ 35,000.00</u>
MARKETING / ADVERTISING			
Marketing/advertising - photography	\$ 0.00	\$ 1,024.99	
Marketing/advertising - graphic design	0.00	105.00	
Marketing/advertising - other	9,306.40	41,135.21	
	<hr/>	<hr/>	
Total marketing / advertising	<u>\$ 9,306.40</u>	<u>\$ 42,265.20</u>	<u>\$ 38,992.53</u>
REPAIRS AND MAINTENANCE			
Repairs and Maintenance	\$ 147.40	\$ 1,212.00	
Repairs and maintenance - welcome center	290.00	1,780.76	
Repairs and maintenance - other	0.00	217.40	
	<hr/>	<hr/>	

This information should be read only in
connection with the accompanying
accountant's compilation report.

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES -INCOME TAX BASIS
November 30, 2011

	1 Month Ended <u>November 30, 2011</u>	7 Months Ended <u>November 30, 2011</u>	Budget 7 Months Ended <u>November 30, 2011</u>
Total repairs and maintenance	\$ <u>437.40</u>	\$ <u>3,210.16</u>	\$ <u>1,750.00</u>
UTILITIES			
Utilities - Welcome	\$ <u>137.40</u>	\$ <u>298.78</u>	
Total utilities	\$ <u>137.40</u>	\$ <u>298.78</u>	\$ <u>4,083.31</u>
WEB			
Web - Mission Creative	\$ <u>495.50</u>	\$ <u>6,383.00</u>	
Web - maintenance	<u>1,350.00</u>	<u>1,425.00</u>	
Total web	\$ <u>1,845.50</u>	\$ <u>7,808.00</u>	\$ <u>2,800.00</u>

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
One Month Ended
November 30, 2011 and 2010

	Actual 1 Month Ended <u>November 30, 2011</u>	Actual 1 Month Ended <u>November 30, 2010</u>	Increase (Decrease)
REVENUES			
Room tax	\$ 52,769.95	\$ 47,536.12	\$ 5,233.83
Membership fees	0.00	(862.50)	862.50
Miscellaneous income - other	0.00	10.00	(10.00)
Total revenues	<u>52,769.95</u>	<u>46,683.62</u>	<u>6,086.33</u>
EXPENDITURES			
Accounting	3,325.00	200.00	3,125.00
Bank fees	18.40	2.00	16.40
Depreciation	169.58	169.58	0.00
Employee benefits	1,526.42	(562.90)	2,089.32
Furniture, fixtures & equipment	85.00	0.00	85.00
Internet	3,695.85	4,739.55	(1,043.70)
Marketing / advertising	9,306.40	7,813.32	1,493.08
Miscellaneous expense	130.20	5.94	124.26
Office/general/insurance	204.99	312.73	(107.74)
Postage	148.32	40.59	107.73
Professional development - other	0.00	163.76	(163.76)
Repairs and maintenance	437.40	165.00	272.40
Special Events	5,823.91	0.00	5,823.91
Taxes - payroll	1,026.61	1,054.36	(27.75)
Telephone / internet	274.76	314.84	(40.08)
Utilities	137.40	418.36	(280.96)
Wages - CEO	5,769.24	5,769.24	0.00
Wages - internet / events	3,307.70	3,307.70	0.00
Wages - hourly	2,790.75	2,911.50	(120.75)
Wages - salary	276.92	276.92	0.00
Web	1,845.50	583.91	1,261.59
Total expenditures	<u>40,300.35</u>	<u>27,686.40</u>	<u>12,613.95</u>
Net excess (deficit)	<u>12,469.60</u>	<u>18,997.22</u>	<u>(6,527.62)</u>
OTHER REVENUES (EXPENDITURES)			
Interest income	2.27	2.23	0.04
Interest expense	(29.31)	0.00	(29.31)
Total other revenues (expenditures)	<u>(27.04)</u>	<u>2.23</u>	<u>(29.27)</u>
EXCESS (DEFICIT) OF REVENUES OVER EXPENDITURES			
	<u>\$ 12,442.56</u>	<u>\$ 20,724.45</u>	<u>\$ (8,281.89)</u>

This information should be read only in
connection with the accompanying
accountant's compilation report.

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
Seven Months Ended
November 30, 2011 and 2010

	Actual 7 Months Ended <u>November 30, 2011</u>	Actual 7 Months Ended <u>November 30, 2010</u>	Increase Decrease
REVENUES			
Room tax	\$ 281,791.52	\$ 273,007.52	\$ 8,784.00
Cooperative advertising	0.00	(339.23)	339.23
City of Galena restroom	0.00	6,479.59	(6,479.59)
Membership fees	8,580.00	8,367.50	212.50
Grant income - other	0.00	3,000.00	(3,000.00)
Miscellaneous income - other	0.00	810.00	(810.00)
Special events income	3,737.50	0.00	3,737.50
	<hr/>	<hr/>	<hr/>
Total revenues	294,109.02	291,325.38	2,783.64
EXPENDITURES			
Accounting	5,595.00	5,687.50	(92.50)
Advertising	400.00	0.00	400.00
Bank fees	84.00	14.00	70.00
Community/employee relations	50.00	0.00	50.00
Depreciation	1,187.06	1,187.06	0.00
Employee benefits	8,295.97	5,870.41	2,425.56
Furniture, fixtures & equipment	1,004.69	50.00	954.69
Grants	0.00	3,805.00	(3,805.00)
Insurance	1,218.00	0.00	1,218.00
Internet	24,668.05	29,998.53	(5,330.48)
Marketing / advertising	42,265.20	102,445.80	(60,180.60)
Miscellaneous expense	10,409.62	382.44	10,027.18
Office/general/insurance	2,886.29	3,790.24	(903.95)
Penalties	0.00	100.00	(100.00)
Postage	1,093.62	3,940.86	(2,847.24)
Professional development - other	274.10	1,381.03	(1,106.93)
Repairs and maintenance	3,210.16	7,921.59	(4,711.43)
Special Events	45,413.74	0.00	45,413.74
Taxes - payroll	8,798.21	7,945.02	853.19
Telephone / internet	1,952.31	1,839.61	112.70
Travel	0.00	484.95	(484.95)
Utilities	298.78	2,837.93	(2,539.15)
Wages - CEO	40,519.28	43,269.30	(2,750.02)
Wages - internet / events	26,307.75	24,807.75	1,500.00
Wages - hourly	24,564.91	24,391.75	173.16
Wages - contract	600.00	600.00	0.00
Wages - salary	2,076.90	1,107.68	969.22
Web	7,808.00	3,491.71	4,316.29
	<hr/>	<hr/>	<hr/>
Total expenditures	260,981.64	277,350.16	(16,368.52)

This information should be read only in
connection with the accompanying
accountant's compilation report.

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GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
Seven Months Ended
November 30, 2011 and 2010

	Actual	Actual	
	7 Months Ended	7 Months Ended	Increase
	<u>November 30, 2011</u>	<u>November 30, 2010</u>	<u>Decrease</u>
Net excess (deficit)	<u>33,127.38</u>	<u>13,975.22</u>	<u>19,152.16</u>
OTHER REVENUES (EXPENDITURES)			
Interest income	7.76	19.38	(11.62)
Interest expense	<u>(29.31)</u>	<u>(66.29)</u>	<u>36.98</u>
Total other revenues (expenditures)	<u>(21.55)</u>	<u>(46.91)</u>	<u>25.36</u>
EXCESS (DEFICIT) OF REVENUES			
OVER EXPENDITURES	<u>\$ 33,105.83</u>	<u>\$ 13,928.31</u>	<u>\$ 19,177.52</u>

This information should be read only in
connection with the accompanying
accountant's compilation report.

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
One Month Ended
November 30, 2011

	Actual 1 Month Ended <u>November 30, 2011</u>	Budget 1 Month Ended <u>November 30, 2011</u>	Budget Balance 1 Month Ended <u>Over (Under)</u>
REVENUES			
Room tax	\$ 52,769.95	\$ 49,867.00	\$ 2,902.95
Total revenues	52,769.95	49,867.00	2,902.95
EXPENDITURES			
Accounting	3,325.00	625.00	2,700.00
Bank fees	18.40	2.00	16.40
Community/employee relations	0.00	41.67	(41.67)
Depreciation	169.58	166.67	2.91
Employee benefits	1,526.42	983.34	543.08
Furniture, fixtures & equipment	85.00	83.34	1.66
Internet	3,695.85	5,000.00	(1,304.15)
Legal and professional	0.00	25.00	(25.00)
License and fees	0.00	37.09	(37.09)
Marketing / advertising	9,306.40	8,061.57	1,244.83
Miscellaneous expense	130.20	41.67	88.53
Office/general/insurance	204.99	500.00	(295.01)
Postage	148.32	872.00	(723.68)
Professional development - other	0.00	291.67	(291.67)
Repairs and maintenance	437.40	250.00	187.40
Special Events	5,823.91	3,420.00	2,403.91
Taxes - payroll	1,026.61	1,166.66	(140.05)
Telephone / internet	274.76	250.00	24.76
Travel	0.00	41.67	(41.67)
Utilities	137.40	583.33	(445.93)
Wages - CEO	5,769.24	4,333.33	1,435.91
Wages - internet / events	3,307.70	3,666.66	(358.96)
Wages - hourly	2,790.75	3,500.00	(709.25)
Wages - contract	0.00	50.00	(50.00)
Wages - salary	276.92	300.00	(23.08)
Web	1,845.50	400.00	1,445.50
Total expenditures	40,300.35	34,692.67	5,607.68
Net excess (deficit)	12,469.60	15,174.33	(2,704.73)
OTHER REVENUES (EXPENDITURES)			
Interest income	2.27	0.00	2.27
Interest expense	(29.31)	0.00	(29.31)
Total other revenues (expenditures)	(27.04)	0.00	(27.04)

This information should be read only in
connection with the accompanying
accountant's compilation report.

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
One Month Ended
November 30, 2011

	Actual 1 Month Ended <u>November 30, 2011</u>	Budget 1 Month Ended <u>November 30, 2011</u>	Budget Balance 1 Month Ended <u>Over (Under)</u>
EXCESS (DEFICIT) OF REVENUES			
OVER EXPENDITURES	<u>\$ 12,442.56</u>	<u>\$ 15,174.33</u>	<u>\$ (2,731.77)</u>

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
Seven Months Ended
November 30, 2011

	Actual 7 Months Ended <u>November 30, 2011</u>	Budget 7 Months Ended <u>November 30, 2011</u>	Budget Balance 7 Months Ended <u>Over (Under)</u>
REVENUES			
Room tax	\$ 281,791.52	\$ 286,393.00	\$ (4,601.48)
Cooperative advertising	0.00	10,000.00	(10,000.00)
Membership fees	8,580.00	8,500.00	80.00
Grant income - state	0.00	5,000.00	(5,000.00)
Special events income	3,737.50	0.00	3,737.50
	<hr/>	<hr/>	<hr/>
Total revenues	294,109.02	309,893.00	(15,783.98)
EXPENDITURES			
Accounting	5,595.00	4,375.00	1,220.00
Advertising	400.00	0.00	400.00
Bank fees	84.00	14.00	70.00
Community/employee relations	50.00	291.69	(241.69)
Depreciation	1,187.06	1,166.69	20.37
Employee benefits	8,295.97	6,883.38	1,412.59
Furniture, fixtures & equipment	1,004.69	583.38	421.31
Insurance	1,218.00	0.00	1,218.00
Internet	24,668.05	35,000.00	(10,331.95)
Legal and professional	0.00	175.00	(175.00)
License and fees	0.00	259.63	(259.63)
Marketing / advertising	42,265.20	38,992.53	3,272.67
Miscellaneous expense	10,409.62	291.69	10,117.93
Office/general/insurance	2,886.29	3,500.00	(613.71)
Postage	1,093.62	5,008.00	(3,914.38)
Professional development - other	274.10	2,041.69	(1,767.59)
Repairs and maintenance	3,210.16	1,750.00	1,460.16
Special Events	45,413.74	16,542.00	28,871.74
Taxes - payroll	8,798.21	8,166.62	631.59
Telephone / internet	1,952.31	1,750.00	202.31
Travel	0.00	291.69	(291.69)
Utilities	298.78	4,083.31	(3,784.53)
Wages - CEO	40,519.28	30,333.31	10,185.97
Wages - internet / events	26,307.75	25,666.62	641.13
Wages - hourly	24,564.91	24,500.00	64.91
Wages - contract	600.00	350.00	250.00
Wages - salary	2,076.90	2,100.00	(23.10)
Web	7,808.00	2,800.00	5,008.00
	<hr/>	<hr/>	<hr/>
Total expenditures	260,981.64	216,916.23	44,065.41
	<hr/>	<hr/>	<hr/>
Net excess (deficit)	33,127.38	92,976.77	(59,849.39)

This information should be read only in
connection with the accompanying
accountant's compilation report.

GREATER GALENA MARKETING, INC.
SUPPLEMENTAL SCHEDULE OF REVENUES AND EXPENDITURES - INCOME TAX BASIS
Seven Months Ended
November 30, 2011

	Actual	Budget	Budget Balance
	7 Months Ended	7 Months Ended	7 Months Ended
	<u>November 30, 2011</u>	<u>November 30, 2011</u>	<u>Over (Under)</u>
OTHER REVENUES (EXPENDITURES)			
Interest income	7.76	0.00	7.76
Interest expense	<u>(29.31)</u>	<u>0.00</u>	<u>(29.31)</u>
Total other revenues (expenditures)	<u>(21.55)</u>	<u>0.00</u>	<u>(21.55)</u>
EXCESS (DEFICIT) OF REVENUES			
OVER EXPENDITURES	<u>\$ 33,105.83</u>	<u>\$ 92,976.77</u>	<u>\$ (59,870.94)</u>

LogMeIn Free 4.0.784

- [Program information](#)
- [Screenshots \(8\)](#)
- [3 user reviews](#)



‘Get secure access to your PC from anywhere in a flash’

by [Elena Santos](#) about [LogMeIn Free](#)

Computer remote access comes in very handy when you need to control your home PC from work and viceversa. It's also a fast, efficient way to help a friend - or even your customers - with software installation and configuration. But remote control apps are usually difficult to use and hog system resources.

Well, not anymore: now LogMeIn makes remote control easier than ever by providing you a simple, fast and free tool to access your PC from anywhere. Just download the client and create an account on their website, and you're ready to go.

Log In Free is virus free

We have analyzed the latest version of LogMeIn Free with 30 antivirus engines and it is virus free. [See analysis results.](#)

TESTED VIRUS FREE - Softonic GUARANTEED

Developer's description

As the name hints at, LogMeIn Free gives you instant control over your PC's keyboard and mouse from any other computer. The application gives you access to your desktop, applications and network resources.

What you can do LogMeIn Free:

- Open remote files
- Check your email
- Run programs
- Run system diagnostics
- Access from any browser
- Access from wireless Pocket PC
- Easy-to-use interface

Pros

- Very easy to use: works in a web browser
- Support for several users
- Allows to transfer data between computers
- Quick response from remote PC

Cons

- Low resolution on remote controlling

Richard Forester

From: Mark Moran [mmoran@cityofgalena.org]
Sent: Tuesday, December 13, 2011 10:55 AM
To: Richard Forester
Subject: RE: city's maternity leave policy

Here you go Richard. This is from our employee manual.

3.10 Family and Medical Leave Act (FMLA)

A. The Family Medical Leave Act (FMLA).

In accordance with the Family and Medical Leave Act of 1993 (FMLA), the City will grant a leave of absence to employees meeting the requirements described in Paragraph B. below. FMLA will be granted for the care of a child after birth or adoption or placement with the employee for foster care, the care of a covered family member (spouse, child or parent) with a serious health condition or in the event of an employee's own serious health condition. Leaves will be granted for a period of up to twelve weeks in any twelve-month period (or longer if required by applicable state or local law). Leave must be completed within twelve months of the birth, adoption or foster care placement. When the City employs both spouses, they are jointly entitled to a combined total of twelve weeks of leave for the conditions described above.

B. Applicability.

An employee must have been employed at least twelve months (these months do not have to be consecutive) with the City and have worked a minimum of 1,250 hours in that twelve-month period preceding the time the leave is requested to be eligible for such leave.

C. Child/Family Care Leave.

If an employee requests a leave of absence to care for a child after birth, adoption or placement in the employee's home for foster care or to care for a covered family member with a serious health condition, unpaid leave will be granted under the following conditions:

1. If the leave is planned in advance, the employee must provide the City with at least thirty days notice prior to the anticipated leave date.
2. If the leave is unexpected, the employee should notify his or her/her supervisor as far in advance of the anticipated leave date as is practicable.

The employee will be required to use all accrued and unused compensatory time, vacation and sick leave in that order during the leave period. Once these benefits are exhausted, the balance of the leave will be without pay.

All City benefits that operate on an accrual basis (vacation and sick leave) will cease to accrue during any period of FMLA leave that is unpaid. Continuation of benefits under IMRF shall be governed in accordance with the requirements of that plan.

The employee shall be entitled to maintain group health insurance coverage on the same basis as if the employee had continued to work for the City. To maintain coverage, the employee must continue to pay his or her share of insurance premiums.

The employee requesting leave to care for a covered family member with a serious health condition may be required to provide medical certification from the family member's physician attesting to the reasons that the employee is required to care for this or her family member. An employee may be required to provide additional physician's statements at the City's request. Further, the family member may be required to submit to a medical examination by a physician designated by the City at the City's expense.

D. Leave for Employee's Serious Health Condition.

Employees must consult with the City and make a reasonable effort to schedule leave so as not to unduly disrupt the city's operation. If an employee requests a leave for his or her own serious health condition, the employee will be granted leave under the following conditions:

1. If the leave is planned in advance, the employee must provide the City with at least thirty day's notice prior to the anticipated leave date.
2. If the leave is unexpected, the employee shall notify his or her/her supervisor as far in advance of the anticipated leave date as is practicable.

The city will charge the employee for the actual time used to address the circumstances that precipitated the need for the leave. Leave increments must be charged in increments of two (2) hours or more. The employee will be required to use all accrued and compensatory time, unused vacation and sick leave in that order during the leave period. Once the employee's benefits are exhausted, the balance of the leave will be without pay.

All City benefits that operate on an accrual basis (vacation and sick leave) will cease to accrue during any period of FMLA leave that is unpaid. Continuation of benefits under IMRF shall be governed in accordance with the requirements of this plan.

The employee shall be entitled to maintain group health insurance coverage on the same basis as if the employee had continued to work for the City. To maintain coverage, the employee must continue to pay his or her share of insurance premiums.

Before the employee shall be permitted to return from FMLA leave, the employee will be required to present the City with a statement from the physician indicating that the employee is capable of returning to work and performing the essential functions of the employee's position with or without reasonable accommodations. Where required and in accordance with applicable laws, the City will attempt to make reasonable accommodation for any disability of the employee.

3.11 Leave Year

The FMLA Leave Year will coincide with the beginning of the city's fiscal year, May 1.

3.12 Leave Entitlement

Eligible employees are entitled to leave for up to twelve weeks in any twelve-month period (or longer if required by applicable state or local law or, in the case of a leave for any employee's serious health condition, where a leave extension is requested and approved.)

Leave taken to care for a child after birth, adoption or placement in the employee's home for foster care must be taken in consecutive workweeks. Leave taken for the employee's or a covered family member's serious health condition may be taken consecutively, intermittently or on a reduced work/leave schedule based on certified medical necessity. In all instances, the City will follow applicable federal and state laws in reviewing and approving such leave requests.

3.13 Reinstatement of Rights

Eligible employees are entitled to return from leave to be reinstated to their former positions or an equivalent position with equivalent employment benefits, pay and other terms and conditions of employment. Exceptions to this provision may apply if business circumstances have changed (e.g., if the employee's position is no longer available due to a job elimination.) Exceptions may also apply for certain highly compensated employees under certain conditions. In addition, employees on a leave extension are not guaranteed reinstatement.

Mark

Mark Moran
City Administrator
312 ½ North Main Street
Galena, IL 61036

815-777-1050
5-777-3083 (fax)

mmoran@cityofgalena.org
www.cityofgalena.org

From: Richard Forester [mailto:rforester@visitgalena.org]
Sent: Tuesday, December 13, 2011 10:14 AM
To: Mark Moran
Subject: city's maternity leave policy

Can you tell me what it is, please?

Richard Forester
President & CEO
VisitGalena.org
815.776.9200
rforester@visitgalena.org

 You

Richard Forester

From: Director [director@galena.org]
Sent: Tuesday, December 13, 2011 3:49 PM
Subject: RE: maternity leave

Yes.

Katherine Walker
Executive Director
Galena/Jo Daviess County Convention & Visitors Bureau
720 Park Avenue
Galena, IL 61036
Phone 815.777.3557 Toll Free 800.747.9377
Fax 815.777.3566
www.galena.org
director@galena.org

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From: Richard Forester [mailto:rforester@visitgalena.org]
Sent: Tuesday, December 13, 2011 3:24 PM
To: 'Director'
Subject: RE: maternity leave

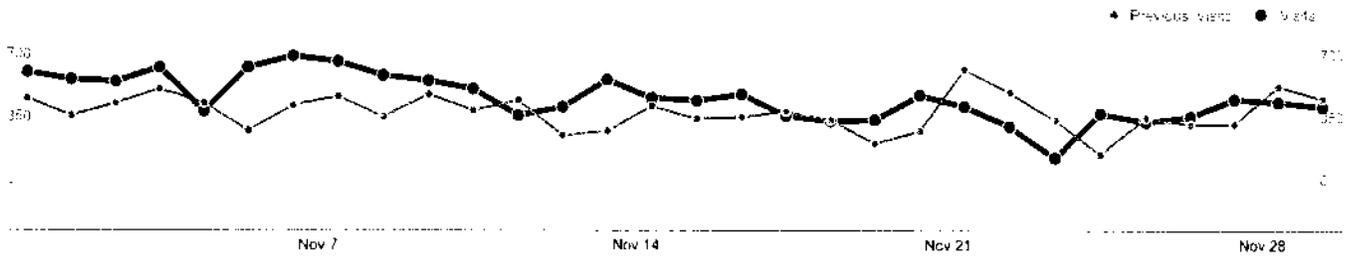
Is that 12/6 weeks paid leave?

From: Director [mailto:director@galena.org]
Sent: Tuesday, December 13, 2011 10:23 AM
To: 'Richard Forester'
Subject: RE: maternity leave

County employee manual gives 12 weeks after a full year of employment with a min of 1250 hours. In Macomb we did 6 weeks with full pay after one year of full time employment.

Katherine Walker
Executive Director
Galena/Jo Daviess County Convention & Visitors Bureau
720 Park Avenue
Galena, IL 61036
Phone 815.777.3557 Toll Free 800.747.9377
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Site Usage

<p>14,880 Visits <small>Previous: 13,272 (-12.12%)</small></p>	<p>26.92% Bounce Rate <small>Previous: 29.35% (+8.26%)</small></p>
<p>74,616 Pageviews <small>Previous: 65,953 (-12.14%)</small></p>	<p>00:05:07 Avg. Time on Site <small>Previous: 00:05:23 (+5.08%)</small></p>
<p>5.01 Pages/Visit <small>Previous: 4.97 (+0.81%)</small></p>	<p>70.64% % New Visits <small>Previous: 67.56% (+4.55%)</small></p>

All Traffic Sources

Source/Medium	Visits	% visits
google / cpc		
Nov 1, 2011 - Nov 30, 2011	6,219	41.79%
Nov 1, 2010 - Nov 30, 2010	5,533	41.69%
% Change	12.43%	0.25%
google / organic		
Nov 1, 2011 - Nov 30, 2011	2,404	16.16%
Nov 1, 2010 - Nov 30, 2010	1,120	8.44%
% Change	114.64%	91.45%
cityofgalena.org / referral		
Nov 1, 2011 - Nov 30, 2011	1,941	13.04%
Nov 1, 2010 - Nov 30, 2010	1,565	11.79%
% Change	23.96%	11.27%
(direct) / (none)		
Nov 1, 2011 - Nov 30, 2011	1,325	8.90%
Nov 1, 2010 - Nov 30, 2010	939	7.08%
% Change	41.32%	25.85%
yahoo / organic		

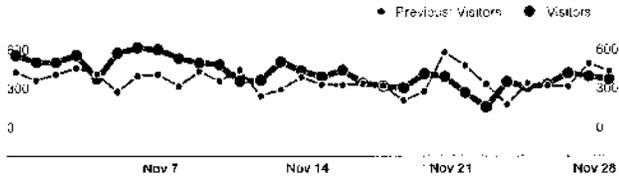
Top Exit Pages

Page	Exits	% visits
/index.html		
Nov 1, 2011 - Nov 30, 2011	2,644	17.77%
Nov 1, 2010 - Nov 30, 2010	2,461	22.82%
% Change	7.44%	-22.14%
/galena-inn		
Nov 1, 2011 - Nov 30, 2011	1,136	7.63%
Nov 1, 2010 - Nov 30, 2010	1,092	10.13%
% Change	3.93%	-24.61%
/illinois-events		
Nov 1, 2011 - Nov 30, 2011	743	4.99%
Nov 1, 2010 - Nov 30, 2010	515	4.78%
% Change	44.27%	4.56%
/illinois-bed-breakfast		
Nov 1, 2011 - Nov 30, 2011	732	4.92%
Nov 1, 2010 - Nov 30, 2010	613	5.68%
% Change	19.25%	-13.46%
/lodging_search.cfm		

Nov 1, 2011 - Nov 30, 2011	602	4.05%
Nov 1, 2010 - Nov 30, 2010	449	3.38%
% Change	34.08%	19.59%

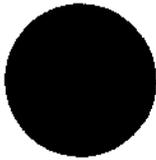
Nov 1, 2011 - Nov 30, 2011	705	4.74%
Nov 1, 2010 - Nov 30, 2010	600	5.56%
% Change	17.50%	-14.84%

Visitors Overview



Visitors
11,490

Traffic Sources Overview



- Search Engines
9,973.00 (87.02%)
- Referring Sites
3,582.00 (24.07%)
- Direct Traffic
1,325.00 (8.90%)

Content Overview

Pages	Pageviews	% Pageviews
/index.html		
Nov 1, 2011 - Nov 30, 2011	11,867	15.90%
Nov 1, 2010 - Nov 30, 2010	11,650	17.66%
% Change	1.86%	-9.96%
/illinois-events		
Nov 1, 2011 - Nov 30, 2011	3,747	5.02%
Nov 1, 2010 - Nov 30, 2010	2,938	4.45%
% Change	27.54%	12.73%
/galena-inn		
Nov 1, 2011 - Nov 30, 2011	3,046	4.08%
Nov 1, 2010 - Nov 30, 2010	2,922	4.43%
% Change	4.24%	-7.86%
/lodging_search.cfm		
Nov 1, 2011 - Nov 30, 2011	3,020	4.05%
Nov 1, 2010 - Nov 30, 2010	2,778	4.21%
% Change	8.71%	-3.91%
/illinois-bed-breakfast		
Nov 1, 2011 - Nov 30, 2011	2,908	3.90%
Nov 1, 2010 - Nov 30, 2010	2,609	3.96%
% Change	11.46%	-1.48%

Map Overlay



Country/Territory Detail:

United States

Nov 1, 2011 - Nov 30, 2011
 Comparing to: Nov 1, 2010 - Nov 30, 2010



Visits



This country/territory sent 14,671 visits via 52 regions

Site Usage

Visits 14,671 Previous: 13,099 (12.00%)	Pages/Visit 5.05 Previous: 5.01 (0.93%)	Avg. Time on Site 00:05:10 Previous: 00:05:26 (-4.86%)	% New Visits 70.47% Previous: 67.54% (4.33%)	Bounce Rate 26.37% Previous: 28.90% (-8.73%)
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Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Illinois					
November 1, 2011 - November 30, 2011	8,578	5.19	00:05:23	67.71%	25.76%
November 1, 2010 - November 30, 2010	7,700	5.07	00:05:40	67.00%	28.32%
% Change	11.40%	2.41%	-4.79%	1.06%	-9.04%
Iowa					
November 1, 2011 - November 30, 2011	2,020	5.43	00:05:25	68.76%	20.50%
November 1, 2010 - November 30, 2010	1,840	5.87	00:06:29	69.27%	19.39%
% Change	23.17%	-7.54%	-16.50%	-0.73%	5.70%
Wisconsin					

November 1, 2011 - November 30, 2011	1,405	5.34	00:05:45	72.67%	22.28%
November 1, 2010 - November 30, 2010	1,090	5.55	00:05:39	66.51%	24.95%
% Change	28.90%	-3.82%	1.05%	9.25%	-11.73%
Minnesota					
November 1, 2011 - November 30, 2011	425	5.20	00:05:11	68.47%	24.94%
November 1, 2010 - November 30, 2010	350	4.55	00:04:33	68.29%	33.14%
% Change	21.43%	14.37%	13.73%	0.27%	-11.75%
Missouri					
November 1, 2011 - November 30, 2011	281	4.60	00:04:01	80.07%	27.40%
November 1, 2010 - November 30, 2010	210	4.86	00:04:42	77.62%	24.76%
% Change	33.81%	-5.26%	-14.65%	3.16%	10.66%
Indiana					
November 1, 2011 - November 30, 2011	284	4.98	00:05:33	75.76%	27.27%
November 1, 2010 - November 30, 2010	215	5.67	00:04:56	79.07%	27.44%
% Change	22.79%	-12.08%	12.45%	-4.19%	-0.69%
Ohio					
November 1, 2011 - November 30, 2011	199	2.95	00:01:45	89.45%	67.34%
November 1, 2010 - November 30, 2010	160	4.71	00:04:29	64.38%	24.38%
% Change	24.38%	-37.22%	-60.77%	38.95%	176.25%
New York					
November 1, 2011 - November 30, 2011	174	3.86	00:03:29	79.31%	33.33%
November 1, 2010 - November 30, 2010	259	4.02	00:04:49	76.83%	29.73%
% Change	-32.82%	-4.06%	-27.58%	3.21%	12.12%
Michigan					
November 1, 2011 - November 30, 2011	138	4.03	00:03:31	84.06%	36.23%
November 1, 2010 - November 30, 2010	131	4.77	00:05:34	78.63%	29.01%
% Change	5.34%	-15.55%	-36.90%	6.91%	24.90%
Texas					
November 1, 2011 - November 30, 2011	130	4.92	00:06:15	81.54%	27.69%
November 1, 2010 - November 30, 2010	180	3.57	00:04:20	60.56%	46.67%
% Change	-27.78%	37.50%	44.21%	34.21%	41.85%

1 - 10 of 52

President/CEO Report to

The Board of Directors

Visit Galena.org Monday December 19th, 2011

- I. **City of Galena Contract:** On Monday December 12th the Galena City Council voted unanimously to approve the two year contract that was agreed on by a council committee and representatives of Visit Galena.org. The mayor was very complimentary of our organization and its efforts. The council also voted to invite the XXX Bike Tour of Galena to submit a proposal for a similar event in 2012. That invitation has been communicated to the events organizers. I had meetings and discussions with Council women Sue Cording and Emily Painter, Mayor Brenner and city administrator Mark Moran prior to the vote.
- II. **Harley Davidson Winter Fan Fest;** Work is steadily progressing on the event for the first weekend in March 2012. A comprehensive marketing plan involving Galena, Dubuque, Platteville, the Tri State Tourism Council, the Harley-Davidson Dealerships in Dubuque and Galena and Harley-Davidson corporate offices in Milwaukee is in process. There will be lots of internet and social media promotion of the event along with e-mail blasts to numerous lists including those of Harley-Davidson and its local dealerships.
- III. **Peak Perks Promotion;** Great response and participation in this event. I am continuing to sign up local businesses to put posters in their windows and provide incentives to those who

show their ski passes. The vast majority of the businesses in town are participating and Katherine Walker at the CVB has signed up several others out in the county. We will monitor response throughout the 3 month period.

- IV. Other activities;** I attended the following meetings/events
- Large Lodging group meeting
 - Special Events committee
 - Executive committee; new meeting
 - B&B Innkeepers of Galena Meeting and presented the Quilt Fest Check
 - Tri State Tourism Council at Eagle Ridge
 - Staff meeting.