



## Meeting Minutes – Visit Beloit Board of Directors

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**Location:** Conference Call

**Date:** January 27, 2021

**Time:** 8:00 a.m.

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**Attendees - Members:** Erica Daniels, Seth Frisbee, Jeff Gray, Jen Hall, Jennifer Kodl, Lori Luther, Mark Preuschl, Jackie Jackson, Ted Rehl, Jessica Santillan, Ann Sitrick Joyce, Aimee Thurner, Jeff Vohs, Spencer Waite, Jonathan Webster

**Not in attendance:** Patricia Diduch

**Staff:** Pam Garland-Gjestson, Celestino Ruffini

**Guests:** None

1. Meeting called to order at 8:02.
2. Quorum established.

Ruffini introduced Jen Hall, the new Greater Beloit Economic Development Corporation President/CEO and economic development director for the City of Beloit. She has replaced Andrew Janke on the board.

### 3. Secretary's Report

A motion to approve the December 2, 2020 meeting minutes was made by Sitrick Joyce and seconded by Vohs. Motion passed unanimously.

### 4. Treasurer's Report

No report.

### 5. New Business (Waite)

- a. Waite explained that Erica Daniels has been nominated to join the executive committee as board secretary and that she has accepted.

A motion to approve Daniels as the board secretary was made by Preuschl and seconded by Kodl. Motion passed unanimously.

- b. Waite described that Payroll Protection Program loans are currently available. Visit Beloit received PPP funds in 2020. The current resolution is requesting \$81,840.10 for 2021 expenses. Ruffini requested the board make a change to the resolution as the dollar amount is still being confirmed with First

National Bank. He recommended putting a “not to exceed” statement. Sitrick Joyce asked if there is any thought from First National Bank that the loan could exceed \$100,000. Ruffini said the amount is based on a rolling average of the last 12 months, so it should not change much from the \$81,840.10.

A motion to amend the resolution to state that the application “not exceed amount of \$100,000” was made by Sitrick Joyce and seconded by Kodl. Motion passed unanimously.

A motion to approve the board resolution supporting the Payroll Protection Program application was made by Sitrick Joyce and seconded by Kodl. Motion passed unanimously.

- c. Board members were directed to complete the Board Self-Evaluation Form, Conflict of Interest Disclosure, and Confidentiality Statement forms by February 1. Completed Board Self-Evaluation Forms can be returned to Ruffini while the Conflict-of-Interest Disclosure and Confidentiality Statement forms can go directly to Garland-Gjestson.
- d. Ruffini gave a brief update on the Visit Beloit office complex. Ruffini is excited to see light at the end of the tunnel at the new office. A few things that have wrapped up are HVAC, electrical, insulation, plaster, painting, and finishing work. Forthcoming projects include installing ceiling grid components and new doors at the front of building. The last projects will include information technology, mechanical, floor finishes, bathrooms, and doors. Tentatively scheduled move from the Eclipse Center to the new building is planned for March 1. The only recent hurdle is that linoleum tile with asbestos was found under the carpet on the main floor, but that is being remediated. No major concerns otherwise and we look forward to welcoming everyone to building in the very near future.

Waite thanked Ruffini and the staff for all their hard work and patience and initiative for making this a reality for Visit Beloit.

- e. Waite spoke on the 14 member DEI ad hoc subcommittee meeting held recently and noted the email from Alexcia Payton with Ruffini’s response. Ruffini added that he has drafted a press release to announce the sub-committee and hopes to release that on February 1. Also, he will be working with Webster to start the brand voice exercise. Ruffini included that he has assembled a DEI training program for the staff in 2021.

Sitrick Joyce asked about the desire to make a matrix as discussed by the subcommittee and the group with Alexcia Payton. Ruffini is expecting the matrix will be a by-product of the brand voice project.

- b. Informational updates
  - a. Board Chair - Waite is excited to lead his first meeting as board chair.
  - b. CEO - Ruffini thanked Waite for his years of commitment to board and Sitrick Joyce for her time as board chair and now past chair. He also welcomed Erica Daniels to the executive committee.

Ruffini commented that the pandemic has played a monumental role on the work of the organization, but we must keep a positive front and continue to promote travel smartly. Looking at trends there is a lot of news regarding the vaccine rollout and we remain optimistic that by this summer travel will resume stronger than what we saw last year. Hotel revenue generated was down around 36% last year. Ruffini is looking forward to brighter days ahead as we continue to fulfill strategic plan and personal work plans.

c. Board of Directors

Sitrick Joyce made a formal report that the executive committee completed an annual performance review of the CEO in December. Ruffini received a very positive rating. No change to salary.

7. The meeting adjourned at 8:29 a.m.