

# **Minutes for Beloit Convention and Visitors Bureau Charitable Foundation, Inc. Board of Directors September 2024 Meeting**

09/24/2024 | 08:00 AM - (GMT-06:00) Central Time (US & Canada)

Beloit Public Library - Community Room (North)

## **Attendees (6)**

Danielle Marx; Mr. Celestino Ruffini; Jessica Santillan-Reyes; Mr. Spencer Waite; Ron Whitley; Julie Uram

## **Call to Order**

The meeting was called to order at 8:08 a.m.

## **Establishment of Quorum**

A quorum was established with all members present except Williams.

## **Consent Agenda**

- **BCVBCF, Inc. meeting minutes**
  - **March 26, 2024 meeting minutes**
    - **Minutes for Beloit Convention and Visitors Bureau Charitable Foundation, Inc. Board of Directors March 2024 Meeting**
- **FY2023 audit - final**
  - **Visit Beloit 2023 Audit Presentation Notes**
  - **Visit Beloit, Inc. and Subsidiary 2023 Audit Committee Letter**
  - **Visit Beloit, Inc. and Subsidiary 2023 Financial Statements**
  - **Visit Beloit, Inc. and Subsidiary 2023 Internal Control Letter**
  - **Visit Beloit, Inc. and Subsidiary 2023 Management Letter**

The consent agenda was reviewed for any modifications and none were noted. The audit, which has been completed for both this organization and Visit Beloit, Inc., has been finalized and presented for acceptance. No issues were presented by the auditors. A motion to approve the consent agenda was made by Marx and seconded by Whitley. The motion passed unanimously.

## **New Business**

- **Tourism Development Grants**

- **Nature at the Confluence**
  - **TDG - Special Projects - Wayfind trail - NATC app revised**
  - **Trail Map Project**
  - **Proposal-Trail Map-Nature at the Confluence-3\_20\_2024**
  - **Signed Supporting Letter NATC Visit Beloit Tourism Grant**  
**3.19.2024**
- **Downtown Beloit Association's kayak program**

Uram recused herself from the discussion and left the room. The board reviewed the revised application for a tourism development grant - special project for Nature at the Confluence (NATC). NATC submitted a revised grant following an application earlier in the year. The grant request of \$1,000 is for new wayfinding sign construction, parts, installation, and design. A motion to approve the grant request of \$1,000 to the Nature at the Confluence was made by Whitley and seconded by Santillan-Reyes. The motion passed unanimously with Uram abstaining.

Uram returned to the room. The Downtown Beloit Association had submitted a grant request for their kayak rental program, but ultimately proceeded with the project prior to our board meeting and no action was taken on their request.

- **Legacy Program Sponsorship Fund agreements**
  - **LPSF - BIFF letter - 2025-2029 - DRAFT 080624**
  - **LPSF - FR letter - 2025-2029 - DRAFT 080624**

Ruffini discussed the current status of the Legacy Program Sponsorship Fund agreements with the Beloit International Film Festival and Friends of RiverFront. Ruffini has met with leaders from both organizations to discuss the proposed agreements along with their changes, length of time, and expectations. The board discussed the merits of the sponsorship agreements and the benefits received. A motion was made to approve the sponsorship agreements with the Beloit International Film Festival and Friends of RiverFront through 2029 by Marx and seconded by Whitley. The motion passed unanimously.

- **FY2025 budget - final draft**
  - **FY2025 501C3 Final Budget - 091924**

Ruffini presented the final draft of the 2025 budget to the board and reviewed the significant highlights. For example, changes to the budget, compared to the current year, come from

the anticipated operations of our new events venue. The grant programs, as well as supporting local arts and placemaking, will continue. A motion was made to approve the FY2025 budget as presented by Whitley and seconded by Uram. The motion passed unanimously.

- **Board Nominations**

- **Jessica Santillan-Reyes - second term (2025-2027), at-large seat**

Ruffini commented the Santillan-Reyes has agreed to take a second term on the board in an at-large seat capacity. This term would take her until the end of 2027. A motion was made to approve Santillan-Reyes for a second term by Whitley and seconded by Marx. The motion passed unanimously.

- **Nomination of a vice chair**

Ruffini noted that the board has had a vacancy in the vice chair role, and this is the only other officer position we have outside of the chair. The responsibilities are to serve in place of the chair being absent, as well as oversee any needed duties of secretary or treasurer if they were to arise. Roles of officers run concurrently with the board term for each individual. A motion was made for Uram to become vice chair by Santillan-Reyes and seconded by Marx. The motion passed unanimously.

- **Activities of the organization**

- **Visit Beloit building project update**
- **Status of grant awards**
- **Beloit Kubb Open**
- **CS&L's Edwards Ice Arena feasibility study**
- **Ready, Set, Go grant funds**

Ruffini provided a recap on the major activities of the organization in 2024 and what impact they will make in the months and years to come.

## **Informational Updates**

- **Board Chair**
- **CEO**
- **Board of Directors**

Brief updates were shared by all for the good of the order.

## **Adjournment**

The meeting was adjourned at 9:01 a.m.