

Minutes for Visit Beloit, Inc. Board of Directors March 2025 Meeting

03/19/2025 | 08:00 AM - (GMT-06:00) Central Time (US & Canada)

Visit Beloit

Attendees (12)

Gloria Bradley; Marty Densch; Patricia Diduch; Jerry Gabrielatos; Jacquelyn Jackson; Mr. Celestino Ruffini; Jesse Seykora; Aimee Thurner; Mr. Spencer Waite; Mr. Roy Ward; Maria Elena White; Jamie Keraka

Call to Order

The meeting was called to order at 8:03 a.m.

Establishment of Quorum

A quorum of the board was established. Board members absent were Pennington, Smith, Hoppes, and Vohs.

- **Introduction of Jamie Keraka**

Waite and Ruffini introduced the newest board member, Jamie Keraka of Hendricks Commercial Properties, to those present. Keraka greeted everyone and shared a bit about herself.

656 Pleasant Street site visit

The board took a look at the work towards completion of the new events venue. Ruffini provided a summary report of what is still left to be finished.

Consent Agenda

- **January 22, 2025 meeting minutes**
 - **Minutes for Visit Beloit, Inc. Board of Directors January 2025 Meeting**
- **FY2024 Q4 financial presentation**
 - **12312024 Profit and Loss**
 - **12312024 Balance Sheet**
- **Fraud Risk annual documents**
 - **Visit Beloit Fraud Risk and Corruption Risk Register - 031425**
 - **Visit Beloit Fraud Risk Assessment Questions - 031425**

- **Fraud Risk Self Assessment Tool - 031425**

The consent agenda was presented for review and discussion. Maggie Janke was present to review the quarterly financial statements. A motion to approve the consent agenda was made by Diduch and the motion was seconded by Gabrielatos. The motion passed unanimously.

New Business

- **Nomination of a board member to serve as Treasurer**

Waite discussed the need to have a board member serve as treasurer for the organization. After no one willingly volunteered, it was decided that the executive committee will be making direct asks to board members for this role following the meeting.

- **2023-2026 Strategic Plan**
 - **Goal One - Building Complex**
 - **Goal Two - Welcoming and Inclusive Environment**
 - **Goal Three - Enhancement and Development of the Destination**
 - **Goal Four - Place Brand**

Ruffini shared updates on the building's construction progress, as well notes on the Ho-Chunk Gaming Beloit project and a multitude of other sports facility projects that are being discussed in the community.

Continuing Education

- **Lodging data update**
 - **Lodging Data 2025 as of 030825**
- **Rock Ready Index**
 - **Rock Ready Index 2024 Q4**

Ruffini noted that the lodging industry's occupancy rate has been higher, but the average daily rates being charged are lower which has led to total hotel revenue underperforming. The recent Rock Ready Index highlights the Ho-Chunk Gaming Beloit project and is worth the read.

Informational updates

- **Board Chair**

- **CEO**
 - **Recent awards**
 - **DBA - Best Placemaking Award 2025**
 - **WIGCOT - Bright IDEA nominee 2025**
- **Board of Directors**

Waite talked about the recent stakeholder meeting regarding the future of Edwards Ice Arena and that he attend the Greater Beloit Chamber of Commerce annual dinner earlier in the week. Ruffini shared two recent awards bestowed upon the organization. Board members shared brief updates from within their business.

Adjournment

The meeting adjourned at 8:43 a.m.