



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

03/26/2024 | 08:00 AM - (GMT-06:00) Central Time (US & Canada)

Visit Beloit

Attendees (5)

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

Call to Order

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

Establishment of Quorum

All members were present except Williams. A quorum was established.

Consent Agenda

- **BCVBCF, Inc. meeting minutes**
 - **September 26, 2023 meeting minutes**
 - **Minutes for Beloit Convention and Visitors Bureau Charitable Foundation, Inc. Board of Directors September 2023 Meeting**
- **Board Nominations**
 - **Danielle Marx - second term (2024-2026), at-large seat**
 - **Ron Whitley - second term (2023-2025), at-large seat**
 - **Erick Williams - second term (2024-2026), at-large seat**
 - **Julie Uram - first term (2024-2026), tourism seat**
 - **VB Nominating Form - 2023 Julie Uram**

The board reviewed the minutes from the prior meeting. They also discussed the reappointment of of Marx, Whitley, and Williams to the board for their second terms. Lastly, since there is a vacancy in the tourism representative on the board, they considered the nomination of Julie Uram for the seat. Uram is the executive director of Nature at the Confluence. The committee discussed the terms of all board members. A motion was made

by Marx and seconded by Santillan-Reyes to approve the consent agenda as presented. The motion passed unanimously.

New Business

- **Tourism Development Grants**
 - **Nature at the Confluence**
 - **TDG - Special Projects - Wayfind trail - NATC app**
 - **Proposal-Trail Map-Nature at the Confluence-3_20_2024**
 - **Signed Supporting Letter NATC Visit Beloit Tourism Grant 3.19.2024**
 - **City of South Beloit**
 - **TDG - Capital Projects - City of South Beloit application**
 - **Victoria Lake Disc Golf Course description and plan**
 - **South-Beloit-AFR-22**
 - **YWCA Rock County**
 - **TDG - Special Programs exhibit event - YWCA Rock County app**
 - **Juneteenth Facebook Banner**
 - **3-YWCA Bylaws**
 - **YWCA 2021 990 Form signed 02-28-2023**
 - **12.2023 Board Roster_Sheet**

This is the first round of grants utilizing the new categories and submission format. The board discussed the merits of all applications. We received one application for each one of the new categories. There was discussion regarding grant funding made previously, prioritization of the current grant funds, the ability of the applicants to provide all of the information needed to make a sound decision, and to what level do we support grants now with a second round of applicants coming in the fall. It was mutually agreed that applicants should be asked to provide a short presentation at future board meetings in order to have a question and answer period to get all of the clarification we may need on an application.

A motion was made Marx to provide a \$10,000 tourism development grant - capital projects to the city of South Beloit for the Victoria Lake Disc Golf Course expansion, \$1,750 tourism development grant - special programs (exhibits and/or events) to the YWCA Rock County for the 2024 Juneteenth Celebration, and to not currently provide a grant to Nature at the Confluence for their tourism development grant - special projects (wayfinding and trail signage) application. The motion was seconded by Whitley. The motion passed unanimously.

The board expressed an appreciation for Nature at the Confluence's application and asked Ruffini to follow-up on a resubmission with them. Ruffini noted that communication will go out to both grant recipients along with the post-grant recap that will need to be provided by the applicants.

- **Biographies/Head Shots, Board Evaluation Survey, Confidentiality Statement, Conflict of Interest, DEI Demographics Survey**

Ruffini shared that these board-related activities would be coming via BoardEffect to all board members in the near future for completion.

- **Activities of the organization**

Ruffini discussed additional projects being managed via the organization including the receipt of a Ready, Set, Go grant from the Wisconsin Department of Tourism for equipment related to the YWCA Youth Sports Complex and the hosting of three weekends of the Perfect Game baseball organization this year, the ownership of the Beloit Kubb Open (including a new raffle license), and the funding of a feasibility study for Edwards Ice Arena being completed by Convention, Sports, & Leisure (CSL) International.

Informational Updates

None.

Adjournment

The meeting was adjourned at 9:27 a.m.