

Minutes for Visit Beloit, Inc. Board of Directors September 2024 Meeting

09/25/2024 | 08:00 AM - (GMT-06:00) Central Time (US & Canada)

Beloit Public Library - Community Room (North)

Attendees (9)

Jacquelyn Jackson; Mr. Drew Pennington; Mr. Celestino Ruffini; Jesse Seykora; Aimee Thurner; Jeff Vohs; Mr. Spencer Waite; Mr. Roy Ward; Marty Densch

Call to Order

The meeting was called to order at 8:06 a.m.

Establishment of Quorum

There was not a quorum originally established at the beginning of the meeting, but it did become established later in the meeting for voting. Those absent were Bradley, Diduch, Gabrielatos, Hoppes, Smith, Webster, and White.

Consent Agenda

- **July 24, 2024 meeting minutes**
 - **Minutes for Visit Beloit, Inc. Board of Directors July 2024 Meeting**

The consent agenda was reviewed for any necessary changes. A motion was made by Vohs and it was seconded by Ward to approve the consent agenda. The motion passed unanimously.

New Business

- **FY2023 audit - final**
 - **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**

Michael Phalin of Siefert & Co. presented the 2023 audit. He reviewed all four documents and briefed the board on the scope of their work. The audit had a clean finding and no points were issued for remediation in the coming year. A motion was made by Ward and seconded by Vohs to approve the FY2023 audit. The motion passed unanimously.

- **FY2025 budget - draft**
 - **FY2025 501C6 Draft Budget - 092224**

Ruffini presented a current draft of the FY2025 budget. The budget has been reviewed four times by the executive committee. He noted the highlights within the revenues and expenses, as well as talking about any large swings from the 2024 budget to what is forecasted. It will be presented at the November board meeting for approval.

- **2023-2026 Strategic Plan**
 - **Visit Beloit SP 2023-2026 - Implementation Plans and Trackers - 081924**
 - **Goal One - Building Complex**
 - **Status of Phase One completion**
 - **Overall Budget Breakdown - 092224**
 - **Goal Two - Welcoming and Inclusive Environment**
 - **Visit Beloit 2025 Social Inclusion Focuses**
 - **Goal Three - Enhancement and Development of the Destination**
 - **Goal Four - Place Brand**
 - **City of Beloit 2024 Comprehensive Plan - Section 3**
 - **Visit Fort Collins Place Branding 5.2022 RFP**
 - **Visit Aurora Destination Branding 2022 RFP**

Ruffini provided a summary of the organization's progress on the current strategic plan. Additionally, he discussed the current state of our building renovation and the updated construction budget, reviewed a number of social inclusion focuses for the upcoming year that will be worked on, commented on the state of a few youth sports facility projects that Visit Beloit has a role in, and finally he provided a first glimpse into what a place branding project may look like as we begin that process in 2025.

Continuing Education

- **Lodging data update**
 - **Lodging Data 2024 as of 091424**

A current state of the lodging industry's performance was included for board members to review.

Informational updates

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

Those in attendance at the meeting provided updates on activities and events that they have been involved with.

Adjournment

The meeting adjourned at 9:10 a.m.