

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

09/24/2025 | 08:00 AM - -06:00 Central Time (US & Canada)

Microsoft Teams

Attendees (11)

Gloria Bradley; Jerry Gabrielatos; Jacquelyn Jackson; Mr. Drew Pennington; Mr. Celestino Ruffini; Jesse Seykora; Jeff Vohs; Mr. Spencer Waite; Mr. Roy Ward; Jamie Keraka; Kari Swirth;

Call to Order

The meeting was called to order at 8:01 a.m.

Establishment of Quorum

- **Departure of Tricia Diduch, village of Rockton board member and introduction of Happy Welch, village of Rockton administrator**

In addition to the meeting attendees listed above, Happy Welch, village of Rockton administrator and Michael Phalin from Siepert were on the virtual meeting. Densch, Hoppes, Smith, and White were absent. A quorum was established.

Ruffini noted that Diduch is no longer working for the village of Rockton as she is now the city of Byron, IL administrator. In order to learn a bit about the organization, Ruffini invited Welch to join the call. He was recently hired as the village's first administrator.

Consent Agenda

- **FY2024 audit - final**
 - **Visit Beloit 2024 Audit Presentation Notes**
 - **Visit Beloit, Inc. & Subsidiary 2024 Audit Committee Letter**
 - **Visit Beloit, Inc. & Subsidiary 2024 Financial Statements**
 - **Visit Beloit, Inc. & Subsidiary 2024 Internal Control Letter**
 - **Visit Beloit, Inc. 2024 Form 990**
 - **BCVBCF, Inc. 2024 Form 990**
 - **BC&VB 2024 Form 1952**
- **July 2025 meeting minutes**

- **Minutes for Visit Beloit, Inc. Board of Directors July 2025 Meeting**

Phalin thoroughly reviewed the audit presentation notes regarding the FY2024 audit, as well as covered the additional letters and statements that resulted from the audit. The audit was conducted without any disagreements with the organization's management and no points, or findings for improvement, were issued this year. Ruffini also noted that he included the Form 990's for both organizations, as well as the Form 1952 for review which are documents that get filed with the federal and/or state government. Phalin commented that they have one year remaining on their current services agreement with our organizations. No significant questions pertaining to the audit were asked of Phalin.

Additionally, the board reviewed the minutes from the prior board meeting. A motion was made to approve the consent agenda by Keraka and seconded by Pennington. The motion passed unanimously.

New Business

- **FY2026 budget - draft**
 - **FY2026 501C6 Draft Budget - 091425**
- **Resignation of Tracy Bliss**

Ruffini provided an overview of the FY2026 budget. It has been reviewed by the executive committee three times so far, but it is still a long way from its completed state. Variances between the current year's budget were discussed and priorities for funding in 2026 were noted. The budget will continue to be reviewed monthly by the executive committee before final board approval in November. Moreover, Bliss notified Ruffini of her resignation recently after four years with Visit Beloit as she has accepted a new position with Meridian. Ruffini has been working on changing some role descriptions and posted the job vacancy across multiple platforms last week.

Continuing Education

- **Lodging data update**
 - **Lodging Data 2025 as of 091325**

Ruffini provided a brief overview of the latest data from the local lodging industry.

Informational updates

- **Board Chair**

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

Waite talked about the Stateline Family YMCA Corporate Cup, Beloit Youth Hockey Association activities, and the opening of the Woodman's Sports and Convention Center in Janesville; Jackson discussed Blackhawk Technical College's Fall Festival; Bradley commented on the scholar in residence program focused on climate change at Beloit College; Seykora noted the contributions made via their Rockin' the Greens event to the Rock County Cancer Coalition; and Swirth stated that the Taste of the Chamber is coming up.

Ruffini thanked everyone for their patience in having a virtual meeting as he was in Pensacola, FL preparing to speak at the Civic Leaders Summit hosted by Studer Community Institute.

Adjournment

The meeting adjourned at 9:00 a.m.