

# OTTAWA

## VISITORS CENTER

### Board Meeting Minutes

Thursday, April 21, 2022 - 4 p.m.

Present: Chair: Hank Wolf, Vice-Chair: Matt Skelly, Secretary/Treasurer: (Hank Wolf - substitute), Heather Johnson, Mary Beth LeSeure, Holli Gage, Rich Crum, Holly Clark, OVC Representative: Donna Reynolds.

Absent: Scott Struchen, Sean Hodge

Guests: Dave Nobel, Jeff Hetrick

Subject	Discussion	Decision	Next Steps - Motion
Call to Order	The OVC Board welcomes 3 newly appointed board members; <ul style="list-style-type: none"> <li>- Holli Clark (Ottawa Bakery)</li> <li>- Holli Gage (Perfect Moments Event Shoppe)</li> <li>- Richard Crum (Events Manager for Heritage Harbor Ottawa)</li> </ul>		
Public Comments	None		
Next Board Meeting April 21, 4p.m..	May 12, 2022 / 4pm Location- Ottawa City Hall & Google Meet		
Review of Minutes	Review/Discussion regarding OVC Board Meeting Minutes held on March 10, 2022	Moved by: M.Skelly 2 <sup>nd</sup> by: M.LeSeure	Motion to approve OVC Board Meeting minutes from March 10 <sup>th</sup> as presented. Voted - Motion carried.
Finance Report	Donna shared that the OVC building's property taxes have gone up considerably after reassessment. She believes this is related to the fact that we are renting space to our tenant. The current rental agreement is through end of this year. Donna will work with the tenant to determine their interest on renewal and discuss a rent increase to help offset the higher property taxes.	Moved by: M.LeSeure 2 <sup>nd</sup> by: M.Skelly	Motion to approve Finance Report as presented. Voted - Motion carried.
City Report - Noble	Dave Nobel provided an update on some of the city projects that he's involved with. Dave also suggests that we understand and identify the goals of each of the events that we help to promote. Typical goals may include benefits to Ottawa Residents, Tourists, or Local Businesses. Most events should contribute to making	n/a	n/a

	Ottawa an inviting place to live and/or work.		
Chamber Report - Hettrick	Jeff Hettrick provided an update on recent activity with the Chamber of Commerce. Jeff noted that membership and activity are both up, and highlighted an upcoming commercial open house which is intended to promote awareness and availability of properties.	n/a	n/a
OVC Report – Donna Reynolds	Donna shared some recent work, including; Ads, Posters, and other Work Activities related to the promotion of upcoming events. She shared successes including; significant sponsorship wins for the Kites Festival, negotiations with the Heritage Corridor and WGN Radio. She continues working with Time Zone One relating to our Website update, and with Link on suitable billboard locations.  She also highlighted some upcoming activities including; attending the I&M Canal Boat Captains Luncheon, and the Chamber of Commerce Dinner.	n/a	n/a
Old Business	Donna discussed some available advertising opportunities that she and our Marketing Committee have been working on.		
New Business	At this time, Donna is requesting the release of funds to support the 25 week WGN Radio Opportunity	Motion by: M.Skelly 2 <sup>nd</sup> by: H.Clark	Motion to release the funds necessary for the 25 week WGN Radio Advertising Campaign, contingent upon the availability of at least \$200K in Hotel/Motel Tax provided the 2022-2023 OVC funding agreement.  Voted - Motion carried.
Executive Session	Wolf: Aye Skelly: Aye Johnson: Aye LeSeure: Aye Gage: Aye Clark: Aye Crum: Aye	Motion by: M.LeSeure 2 <sup>nd</sup> by: R.Crum	Motion to adjourn into executive session at 4:45 p.m. to discuss personnel. Voted - Motion carried.
		Present: Wolf, Skelly, Johnson, LeSeure, Gage, Clark, Crum.	

	<p>Wolf: Aye  Skelly: Aye  Johnson: Aye  LeSeure: Aye  Gage: Aye  Clark: Aye  Crum: Aye</p>	<p>Moved by: M.LeSeure  2<sup>nd</sup> by: H.Clark</p>	<p>Motion to reconvene into open session at 5:15 p.m.  Voted - Motion carried.</p>
		<p>Present: Wolf, Skelly,  Johnson, LeSeure,  Gage, Clark, Crum.</p>	
<p>New Business -  continued</p>		<p>Moved by: M.Skelly  2<sup>nd</sup> by: R.Crum</p>	<p>Motion to suspend the search for a new Executive Director and promote Donna Reynolds into a new position of Tourism Operations Manager – Ottawa Visitors Center with responsibility over day to day operations and staff.   Voted – Motion carried.</p>
<p>Adjournment</p>	<p>5:35 p.m.</p>	<p>Moved by: M.Skelly  2<sup>nd</sup> by: R.Crum</p>	<p>Motion to adjourn.   Voted - Motion carried.</p>