

OTTAWA VISITORS CENTER

Board Meeting Minutes

Thursday, May 12, 2022 - 4 p.m.

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

Absent: Sean, Marybeth

Guests: Dave Nobel, Jeff Hetrick

Subject	Discussion	Decision	Next Steps - Motion
Call to Order			
Public Comments	None		
Next Board Meeting	June 12, 2022 4pm Location- Ottawa City Hall & Google Meet		
Review of Minutes	Review/Discussion regarding OVC Board Meeting Minutes held on April 21, 2022	Moved by: H_Gage 2 nd by: M_Skelly	Motion to approve OVC Board Meeting minutes from April 21 th as presented. Voted - Motion carried.
Finance Report	No discussion. Donna promised an update on the OVC Renter for the June meeting. .	Moved by: S_Struchen 2 nd by: R-Crum	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. A question was raised as to whether the OVC has any use rights to the small parcel of land on 23 by the Thorntons gas station.	n/a	n/a
Chamber Report - Hetrick	Jeff Hetrick provided an update on recent activity with the Chamber of Commerce.	n/a	n/a

	<p>Jeff suggested that with the road construction in Utica between RT80 and Starved Rock State Park, that now might be a good time to advertise alternate travel routes thru Ottawa including RT23 and RT71 to Starved Rock Park.</p> <p>Donna, Scott Struchen and the Marketing Committee will add this consideration to their current review of online and billboard advertising opportunities. An update will be shared in the June board meeting.</p>		
OVC Report – Donna Reynolds	<p>Donna provided updates to the board prior to the meeting via email.</p> <p>At the meeting she commented on some of the upcoming events including; Kites in Flight, Wine Fest, Chamber of Commerce Dinner, and others.</p>	n/a	n/a
Old Business	<p>Donna discussed some available advertising opportunities that she and our Marketing Committee have been working on.</p> <p>The OVC and Heritage Corridor will move forward with the 25-week WGN Radio advertising engagement</p> <p>The board discussed the value of having standard operating hours for downtown restaurants and retail stores, and shared ideas on how we might be able to move in that direction.</p> <ul style="list-style-type: none"> • Data on current dining and shopping times is available within merchant POS systems and can be used to study current trends. • Dissemination of standard operating hours can be made on the OVC Website and in the future Dining & Shopping Directory that Donna is working on. <p>Again, Scott and the Marketing Committee will pursue the ideas discussed and provide an update at the June board meeting.</p>	n/a	n/a
New Business	<p>Additional Advertising Vehicles: The board discussed how we might leverage an electronic kiosk to advertise upcoming events.</p>		

	The Marketing Committee will investigate availability and provide an update in the June meeting.		
Executive Session	None		
Adjournment	5:30 p.m.	Moved by: M_Skelly 2 nd by: H_Gage	Motion to adjourn. Voted - Motion carried.