

OTTAWA VISITORS CENTER

Board Meeting Minutes

Wednesday, January 18, 2023 - 5 p.m.

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

Absent: Scott Struchen, Holli Clark

Guests: Jeff Hettrick

Subject	Discussion	Decision	Next Steps - Motion
Call to Order	January 18, 2023 5:06pm		
Public Comments	None		
Next Board Meeting	Wednesday, February 15, 2023 - 5pm Location- Johnson Law Office & Google Meet		
Review of Minutes	Review/Discussion regarding OVC Board Meeting Minutes held on January 18, 2023	Moved by: M_LeSeure 2 nd by: M. Skelly	Motion to approve OVC Board Meeting minutes from January 18 th as presented. Voted - Motion carried.
Finance Report	Review/Discuss Financial results for period ending November – December 2022. Donna warned us of a probable yet unexpected expense with the building's attic area. There are reserves in the budget for this situation.	Moved by: M_Skelly 2 nd by: H_Johnson	Motion to approve Finance Report as presented. Voted - Motion carried.
City Report - Noble	Dave Noble was unable to attend this meeting.	n/a	n/a
Chamber Report - Hettrick	Jeff Hettrick provided an update on activities related to the Ottawa Chamber of Commerce. An update was given on some of the open space in the downtown area. Jeff also reminded us that their operations have been moved to the IVCC building on Main St.	n/a	n/a

OVC Report – Donna Reynolds	<p>Donna provided updates to OVC Board members prior to the meeting via email. Donna shared information related to recent and upcoming events.</p> <p>Donna shared information from her participation in the Illinois Governors Conference held last month in Chicago. She will meet with a successful tourism expert from downstate Illinois who is willing to share/exchange ideas with us.</p> <p>Donna plans to continue our advertising partnership work with WGN again in 2023 and is developing a funding strategy that includes possible MPP funds.</p> <p>Donna gave us a year-end update on the OVC short-term and long-term objectives.</p> <p>She also highlighted the OVCs 187 Hello Neighbor packet distributions.</p>	n/a	n/a
Old Business	Meeting Notes from 2022 Executive Sessions will be reviewed in the next couple of board meetings. Decisions regarding the distribution of these closed session minutes will be determined at that time.	n/a	n/a
New Business	Donna presented a proposal that she has been working on to produce and distribute an Ottawa Marketing Guide. The guide will be approximately 55 pages and contain Ottawa’s offerings exclusively. The proposal she shared was for Shaw Media to produce 20,000 copies for \$9,120. Board discussion followed to provide Donna with suggestions on moving forward.	Moved by: H_Johnson 2 nd by: H_Gage	Motion was made to approve the spend of \$9,120 with Shaw Media for production of 20,000 copies of an Ottawa Marketing Guide by May 1 st 2023. Voted – Motion Carried
Executive Session	None		
Adjournment	5:05 p.m.	Moved by: H_Gage 2 nd by: R_Crum	Motion to adjourn. Voted - Motion carried.