

# OTTAWA VISITORS CENTER

**Board Meeting Minutes**

Wednesday, February 21, 2024 - 5 p.m.

**Present:** Chair: Rachel Black, Rich Crum, Heather Johnson, Stephanie Stacy, Scott Struchen, OVC Representative: Donna Reynolds and Kristal Nodland

**Absent:** Hank Wolf, Secretary/Treasurer, Matt Skelly, Vice Chair, Mary Beth LeSeure

**Guests:** Dave Noble, Jay McCracken

Subject	Discussion	Decision	Next Steps - Motion
Call to Order	February 21, 2024 5:10pm		
Public Comments		n/a	n/a
Next Board Meeting	Wednesday, February 21, 2024 - 5pm Location- OVC		
Review of Minutes	Review/Discussion regarding OVC Board Meeting Minutes held on January 17, 2024	Moved by: S Struchen 2 <sup>nd</sup> by: S Stacy	Motion to approve OVC Board Meeting minutes from January 17 <sup>th</sup> as presented. Voted - Motion carried.
Finance Report	Review/Discuss Financial results for period ending December 2023.	Moved by: S. Stacy 2 <sup>nd</sup> by: S. Struchen	Motion to approve Finance Report as presented. Voted - Motion carried.
City Report - Noble	Dave Noble presented as follows: <ul style="list-style-type: none"> <li>- The firm hired to perform the downtown study will be presenting their findings on Thursday, February 22<sup>nd</sup> at 6pm at City Hall. Discussion will include 2<sup>nd</sup> floor residences and/or short-term rentals for the downtown area.</li> <li>- The Mural agreement has been signed and the agreed check amount from CL Real Estate will be sent to the newly developed art committee through the City. Dave will be meeting with the developer next week.</li> <li>- The new construction on Main Street will be retail on the street level and an apartment on the 2<sup>nd</sup> level.</li> </ul>	n/a	n/a

Chamber Report - McCracken	Jay McCracken presented as follows: <ul style="list-style-type: none"> <li>- The Report was presented as written.</li> </ul>	n/a	n/a
OVC Report – Donna Reynolds	Donna presented as follows: <ul style="list-style-type: none"> <li>- Report was emailed to Board members prior to meeting.</li> <li>- S Struchen updated the Marketing Report: the group is setting up a 5 and 10 year plan and working on a vision to help market Ottawa.</li> <li>- A new website, new logo, and new tagline have been implemented.</li> <li>- Will continue our partnerships with WGN Radio and John Williams, as well as Heritage destinations, Enjoy Illinois, Ottawa Chamber, and the Downtown Association.</li> <li>- OVC asked the City for an increased budget of 20-30% to be used for marketing.</li> <li>- There was discussion about the possibility of hiring a firm to track measurables. The question was raised how to track visitors based on ads, billboards, etc.</li> </ul>	n/a	n/a
Old Business	None	n/a	n/a
New Business	None	n/a	n/a
Executive Session	None		
Adjournment	5:55 p.m.	Moved by: R. Crum 2 <sup>nd</sup> by: S. Stacy	Motion to adjourn. Voted - Motion carried.