

Finance Committee Meeting

Minutes

Galena Country Tourism

Tue., June 28, 2022, 3 p.m.

DIGITALCONFERENCE:

- I. Call to order - 3:07pm
- II. Roll call: Merri Sevey, Raechelle Ahmed, and Rose Noble. Absent: Nikki Rhodes and Colin Sanderson.
- III. Citizen Comments - none
- IV. Old Business/Director concerns - none
- V. New business
 - a. Noble ran through the general ledger and year-to-date budget with no questions. Noble wanted to talk about the actuals and where we are at with funding. She noted the large amount of money in the Opportunistic line item. She noted the funds are for Beautification Development/Experience Development projects that the Board approved earlier in the year. She outlined the projects in the works in East Dubuque, Elizabeth, Warren and Stockton but no money has been spent yet. She informed the committee that she is working with third party developers to assist with managing these projects. Ahmed asked how detailed these project are and Noble aid it depends. Noble said there is about \$100,000 per area to spend but details are different at each location. She noted that some locations are also matching funds, giving East Dubuque as an example who has already secured proposed plans and funding from the City as well as other sources. Noble expressed the East Dubuque plan is not ready to go yet, noting she has explained to East Dubuque that there are specific ways GCT has to spend their dollars. Currently the East Dubuque plan is not yet ready for GCT to sign off on. Ahmed said she thought the City's are coming up with the designs ans we grant them money. Noble said that GCT wants to lead the efforts on the experience development because there are specific things that do not apply to appropriate spends of tourism dollars. She also noted they GCT is the marketing professional who knows what experiences visitors are looking for when they visit.

Noble confirmed she wanted to have this discussion with the committee so we can be prepared for the next board meeting and note the extra funds are to be spent, just not before June 30th.

Sevey and Ahmed agreed to bring on a project manager, when appropriate and affordable. Sevey wants Noble to be sure to consider this when working on the next steps. Sevey suggested Noble also contact MSA to meet about the Elizabeth project. Noble asked if the committee thought they should add a new checking account to move these fund into. Sevey and Ahmed agreed it can stay in the same account but asked Noble to create a budget outline specific to these projects to review in future meetings. The committee agreed to keep the dollars in the Opportunistic line item and itemize it out for the board.

Noble said if we don't set a set deadline to these projects, they will keep getting pushed back. She is excited to get moving with project planners.

Discussion moved to lodging tax. The Committee discussed the County's tax collection being down since Jan. with steep declines in March and April. Noble said this prompted the Committee to ask her to meet with the County, which her and the chair did. Although there is no explanation on collection decline, they did learn the County will soon collect lodging tax electronically using the same system they have in place to collect property taxes, etc. Noble said she is unsure of what type of reporting will come with the new collection process but she is continually urging the County to consider the report be user friendly and provide lodging specific metrics like occupancy and ADR.

Next Noble discussed contracts in the works with East Dubuque, Stockton and Elizabeth to collect their own lodging tax within the annexed areas. The first drafts of the contracts have been sent and Noble will update the committee accordingly.
- VI. Adjourn: With no further discussions, meeting adjourned 3:46pm