

Board of Directors Meeting – Special-Called
Feb. 4, 2022
Digital

Call to order: 9:02 am

Present: Nikki Peebles-Rhodes, Colin Sanderson, Merri Sevey, Raechelle Ahmed, Oniqueh Giles, Jack Dieter and Rose Noble. Absent: Bill Bingham, Jerry Westemeier, Nancy Neuses, Mike Murphy and Betsy Rose Achett.

Citizen Comments: None

Old Business/Board Director Concerns: Dieter asks if the Marine Hospital project went through. Noble informed the board of the Galena City Council's decision to approve the project. Dieter voiced support for the project.

Consent Agenda: Sevey motions, Giles seconds, all in favor. Approved.

New Business: Noble presented an amended budget proposal to the board, which included more money added to the following departments:
Marketing - \$400,000, Salary - \$120,000, Sales - \$15,000 and Office - \$10,000. The board discussed the salary line item, referring to Noble's industry median report and proposal the Finance Committee had requested. Ahmed questioned the need to add more staff (adding 2 new full-time employees, 25% of the staff – at the time of this meeting there are 5 full-time staff). Noble explained that the addition was to accommodate communication services and only increase overall line item by 2%. Still keeping the organization well with in the industry median for a organization of GCT's size and budget. Sanderson likes the idea of adding a communications department. He asks about measurement of the roles, which Noble pointed to the employee retention documents prepared for the board at the request of Treasurer Sevey. Giles is in favor of the new additions and notes we can make adjustments to staff if needed, meaning termination if the hotel/motel tax coming in declines. Peebles-Rhodes agrees with Giles. Dieter agrees with Giles. Giles notes that we can't continue to grow without also adding to staff. Sevey thanks Noble for preparing the necessary documents to review staff additions, noting the needed perspective and context behind the request. Sevey says we need to sell ourselves better and the communications department will help Noble do this. She also reminds the board to remember we compare to industry median when hiring, not County medians. Noble says she is prepared to rework staff based on budget, as needed. Ahmed says she can approve the additions if Noble commits to make staff adjustments if budget declines. Noble agrees. Noble then discusses the marketing line item. The board agrees that the \$400,000 should be put toward beautification projects around the county. Sevey reminds the board of their \$150,000 commitment to the City of Galena earlier in the year and suggests the \$400,000 be used for areas outside of Galena. The board agrees. Peebles-Rhodes loves the idea. Noble agrees to prep for this idea and will keep board updated on progress. The board agrees to have the money allocated by June 30, 2022. Noble presents the additional funds in the sales and

office line items, noting for additional group experience costs as well as Visitor Center activations. The board approves. Sevey motions to approve the FY'22 amended budget, Peebles-Rhodes seconds. Motion passes with roll call vote to approve:

Sanderson – yes

Rhodes – yes

Sevey – yes

Ahmed – yes

Dieter – yes

Giles – yes

Next the board heard a presentation on the FY'21 annual audit, from Scott with O'Conner + Brooks. GCT receives a "clean audit" and Scott explains the "internal controls are adequate". He notes that the PPP Loan GCT received was noted as fulfilled and forgiven. He informs the board that FY'23 audit will see a lease adjustment note, an industry standard change. The board thanks Scott for presenting. Noble will prepare the audit files to hand over to the City of Galena and Jo Daviess County.

With no other business to discuss, Sevey motions to adjourn, Ahmed seconds. All in favor. Meeting adjourns at 10:13 am