

Executive Committee Meeting

Minutes

Galena Country Tourism
Mon., April 3, 2023, 1:30 p.m.

Digital

- I. Call to order 1:30pm
- II. Roll call - Raechelle Ahmed, Jack Deiter, Merri Sevey, Betsy Rose Achett and Rose Noble.
- III. Citizen Comments - none
- IV. Old business/Director Concerns - Deiter asks about Justin wanting to take on a as interim. He mentions a previous personal situation where someone initially agreed to take on a managerial role, but later changed their mind. Noble suggests moving the conversation to an executive session to discuss more sensitive information.
- V. New business
 - a. FY24 budget draft - The committee briefly discuss budget considerations, including lodging tax collection and projections for the upcoming fiscal year.

Noble discusses their budget plan for lodging tax collection. They base their budget on the higher end of the forecasted revenue for tourism economics. They include other revenue streams such as carryover and contingency funds, as well as grants. The CEO salary is covered by the state grant, and they plan to use the remaining money for another staff member's salary. Noble also discusses the revenue from donated facilities and reminds the board to hold government bodies accountable for spending tourism initiative funds. They plan to spend \$2 million on the marketing budget, which is the most spent in that line item since the company's inception. Noble also mentions destination development projects that need to be executed, such as the Purple Park situation.

Noble discusses the budget for the company. They plan to allocate \$60,000 for sales, which includes event or partnership recruitment, trade shows and expenses, and partnership or sponsorship. They have a three-year contract with Food Truck Fight, with the partnership amount decreasing every year until the fourth year when the event is on their own. The salary line item is at \$524,000, which includes an entry-level salary for the CEO and an intern for the summer. The benefits are at \$49,000, which includes healthcare and IRA, and \$74,000 for everyone who takes advantage of health care opportunities. These numbers may change depending on who is hired, additional salary benefits, or negotiations. These numbers are 22% of budget.

Noble mentions having a reserved fund account for their new bank account, which will help clarify to the county why they are holding onto money. They plan to send a document to Sevey with a consideration sheet and get a digital sign off from the executive committee to include it in a board packet for April 25th.

- VI. Executive session: Section 2 (c) (1) – Employee hiring, firing, compensation, discipline and performance.
- Sevey motions to go into session, Deiter seconds.
- VII. Adjourn - with no business conducted after executive session, meeting adjourns at 2:23pm