

# Rockford Area Convention & Visitors Bureau

April 25, 2007

## Board of Directors Meeting Minutes

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**Board Present:** Rena Cotsones, David Preece, Jan Herbert, Tim Dimke, Janyce Fadden, John Chadwick, Patrick Ryan, Heather Markhardt, Bob Rhea, Brent Brodeski, Cyndie Hall, Bob Burden, John Ekberg, Judith Barnard and Patrick Curran.

**Board Absent:** Patti Thayer, Jim Ryan, Michael Ginter, Scott Sullivan and Matthew Provenzano.

**Staff Present:** Amy Trimble, Janet Jacobs and Wanda Figueroa.

### Call to Order:

Chairman Rena Cotsones called the meeting to order and welcomed new board member John Ekberg, who is replacing Pearl Hawks as County liaison. Elections will be held at the next board meeting.

### Governance Process:

- **Minutes:** Motion was made by Janyce Fadden to approve Minutes of February 28, 2007. Tim Dimke seconded the motion. Minutes were approved as submitted.
- **Internal Monitoring Report:** Monitoring report 1.1 – Create Economic Wealth; IMR has been in place only a couple of months and does not have a benchmark to measure data. Recommended it be deferred to next year's cycle for review and approval. In the meantime, the Board will be kept informed of key indicators. Bob Rhea made a motion to defer review, Pat Ryan seconded. Motion passed.

Monitoring report 2.2 –Treatment of Staff – IMR was approved as submitted.

- **Financials for March 2007:** Amy Trimble presented the March financials. Expenditures had slowed down while awaiting launch of the new brand. Spending will be going back up, including expenses for new visitor's guides and brochures. SBA Receivables: We are still waiting for two quarters. The delay is on SBA's part. Approximately \$330,000 is expected. Motion was made by Bob Rhea to approve financials. Tim Dimke seconded the motion. Financials were approved.
- **Revision of Calendar 3.4:** Priority Results 1.1, 1.2 and 1.3 replaced old priority results. Internal Monitoring reports and Governance Process policies were rearranged on the calendar due to new priority results.  
**Follow-Up:** Quarterly reporting to the city and county will be added to the calendar under Key Board Events, and additional alignment revisions will be made.

- **Nominating Committee Report:** Rena Cotsones suggested deferring nomination and votes until May 23rd. **Action:** Nominating Committee will meet on Wednesday, May 16th and report back to the Board at the next meeting. Next month will be Bob Rhea's last board meeting. Motion to defer nominations was made by Janyce Fadden. John Chadwick seconded. Motion passed.
- **Sportscore 2 Expansion Update:** Tim Dimke presented a written report. Sportscore 1 is well over its capacity, especially for soccer. In 2005 RPD hired a consultant to do a feasibility report for building Sportscore 2. The market exists for expansion, both indoor and outdoor. Tim is going to Springfield regarding the capital bonding issue and looking at several sources of financial support. David said he has had casual talk with venue users and there is a lot of interest. A full-size field will be an asset for several sports. Patrick Ryan said prospective users are AY Football (could come as early as 2008), AAU Karate and a regional tournament for NCBA Baseball (12 teams). An indoor facility appeals to many sports associations. This kind of investment in expanding facilities for an amateur sports campus is important to a potential Olympic relationship.
- **CEO Report:**
  - **Olympics:** A letter has been sent to Chicago positioning us as a neighbor. Now that Chicago has been selected to bid, they will be reaching out to neighboring communities. David suggested assembling a "Rockford 2016" ad hoc committee. At a minimum we could host hotel overflow or offer training venues. There is an active project to develop a whitewater course on the Rock River.
  - **Regional Brand Launch:** David encouraged the Board to check out the Little City Big Life website. The Branding Group will meet on Friday, May 27<sup>th</sup> to revise/update the new website. There are many aspects of the new brand, but the logo is the most tangible. It provides linkage to public and private entities in the region. Handouts and Evangelist cards were given to the Board to help promote the new website. **Follow-Up:** David will give a list to the Board at the next meeting that shows how other entities are implementing our new brand.
  - **Springfield Lobby Day Update:** Mayor Morrissey hosted a meeting with partners interested in the Rockford Global Alliance. Bylaws are being reviewed at the Mayor's request to make sure they meet the needs of the organization and possible partners. The Mayor would like to have a decision on the RGA by the end of April.

- State Issues: Tourism is safe from cuts. We anticipate level funding for FY08. Capital Plan is not moving, GRT seems to be a DOA idea with limited support in the state. The session will likely go into “overtime” and not meet the announced deadline of adjourning in May.
- E-Days: 50 Swedes visited Rockford on April 19 and 30 more on April 20. They visited companies and attractions, and attended a government forum at Memorial Hall. During the TUR trip to Sweden, the ethnic connection to Rockford was evident. We have had tremendous media coverage. The host committee led by RACVB did a great job of pulling out all the stops. We believe a tremendous positive impression was made that will pay dividends for years to come. August E-Days will be held in South Sweden.
- New Product Development:
  - River District Association is reviewing updated framework plan and considering additions/changes suggested by RACVB.
  - Sportscore 2 Expansion.
  - Hotel projects are in various stages, including some interest in downtown.
  - Whitewater/Ingersoll: Engineering work is being done as well as concept development for both indoor and outdoor venues. There is a potential to host Olympic competition if we work aggressively to promote it.
  - Armory redevelopment options being explored.
- Organization Update: Still recruiting for VP of Sales.
- Incentive Plan: Sales bonus will focus on room nights and confirmed bookings. Will add customer service-based satisfaction surveys. The new incentive plan will motivate the Sales Team to be more productive. We will do a test drive through June to see how it works and if needed will work on revisions. Sales Team is pleased with the new plan.
- Strategic Plan: At the February board meeting, Rena had suggested having a one page summary that had the Global Ends; a one page document was created and included in the board packet.

**Other Topics:**

Congratulations were offered to Judy Barnard for receiving the Seth B. Atwood Award.

Meeting was adjourned at 8:55 a.m.

Board members were invited to tour the Vallien Art Exhibit.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Scott C. Sullivan".

Scott Sullivan, Board Secretary  
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**Next Board Meeting:**  
**Wednesday, May 23, 2007**  
**7:30 a.m. – 9:00 a.m.**  
**RACVB – Board Room**  
**102 N. Main Street**  
**Rockford, IL 61101**