

Rockford Area Convention & Visitors Bureau

November 28, 2007

Board of Directors Meeting Minutes

Board Present: Rena Cotsones, David Preece, Solomon Foley, Jan Herbert, Brent Brodeski, Tim Dimke, Janyce Fadden, John Chadwick, Scott Sullivan and Bob Burden.

Board Absent: Jim Ryan, Cyndie Hall, Patrick Ryan, John Ekberg, Pat OKeefe, Matthew Provenzano and Patrick Curran.

Staff Present: John Giantonio, Amy Trimble, Phil Elsbree, Lindsay Whale, Janet Jacobs and Wanda Figueroa.

Guest: Bill Geist, Zeitgeist Consulting

Call to Order:

Chairman Rena Cotsones called the meeting to order at 7:40 a.m. Breakfast, arranged by Judy Barnard, was served to the Board and RACVB Staff before the meeting. Rena thanked Judy Barnard for arranging the Holiday Breakfast.

Governance Process:

- **Minutes:** Motion was made to approve meeting Minutes of August 22, 2007 and September 26, 2007. Minutes were approved as submitted.

Internal Monitoring Report: Motion was made by John Chadwick to approve the following reports; seconded by Scott Sullivan. Motion passed.

2.0 – Executive Constraint

2.3 – Financial Planning/Budgeting

2.4 – Financial Condition & Activities

2.8 – Communication & Support to the Board

- **Finance Report:** Amy reported that the 5th quarter SBA payment (about \$70,000) has been received. An international grant of \$398,000 has been approved. This amount is less than last year partly because more CVB's have applied for and received money from the grant than in the past. The hotel tax receipts received from the city for July – September were more than expected, but it is not possible to predict if the increase will continue for the rest of the fiscal year.

At the end of December it is planned to put \$25,000 in a reserve account, and to put an additional \$25,000 in the reserve at the end of FY08.

A Key Indicators report was included in the Board packet and David asked for feedback. Tim Dimke suggested adding to the chart a comparison of the previous year's numbers.

A question was asked about the absence of the Jehovah's Witness convention this year, because of the renovation to the MetroCentre. David said it will not adversely affect the market and that they plan to return to the MetroCentre next year.

- RockForward! Investment Request: Janyce Fadden distributed the RAEDC Annual Report. RAEDC is asking for a five-year pledge from organizations, which will be reviewed annually. RACVB's current contribution comes from the international grant and supports such things as E-Days. An increase in the amount given by RACVB would require giving up something else in the budget. This should be considered at the time the budget is being planned. Board was asked to vote on a one year pledge for \$12,000. Scott Sullivan motioned to approve; Brent Brodeski seconded. Motion passed.

CEO Report – David Preece:

David wrote an Ends Policies Quarterly Report for the Board, which was extracted from RACVB's City/County Quarterly Report, focusing on RACVB's ends policies. He asked board members to look at the format and let him know if this report would help them keep abreast of what the CVB is doing. David asked the Board for suggestions. Feedback from the Board about the report was positive.

Sales Team Update – John Giantonio:

- RACVB hired Jaki Berggren, who will be the Meeting Sales Manager. Start date is December 4th.
- The Sales Team has achieved 45% of its annual goal. This percentage was lower than it probably would be because of Valerie Tippitt's departure.
- The Sales Team will no longer pursue the Motorcoach market; ROI has not been positive. Will leave as an "opportunity" market.
- RACVB is looking into adding Canada to our international market.
- Meeting markets will be narrowed. RACVB will focus on the most lucrative markets.
- Lindsay Whale will be covering non-sports competitive events, such as Extreme Frisbee or Bridge tournaments. This is a large market not usually pursued by CVB's.

- The sports market is a producer. The Rockford area events and facilities are very good.
- The Service Team is doing outstanding work. In the future, the Sales Team will take ownership of events and keep in touch with the groups.
- Incentive pay is based on the number of room nights rather than the number of leads.
- There is a challenge to find groups to fit available rooms at hotels for negotiated rates. Hotels are reluctant to give up rooms that they can sell to corporate customers at higher rates.
- There will be more discussion about sales goals at the January board retreat.

The End of CVBs as We Know Them - Bill Geist Presentation:

Bill Geist, Zeitgeist Consulting, gave a presentation about CVB/DMO Trends and Best Practices. He discussed things like, Where We've Come from, Where We are Headed, The DMO of the Future, Getting There, and Ethics, Accountability & Transparency.

Other Topics:

The Nominating Committee will hold a conference call to vote on new board members.

Note:

No board meeting in December.

Our Annual Board Retreat will be January 25, 2008, Noon – 5:00 p.m.
Location: TBD

Meeting was adjourned at 9:00 a.m.

Respectfully Submitted,



Scott Sullivan, Board Secretary
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