

Rockford Area Convention & Visitors Bureau

June 27, 2007

Board of Directors Meeting Minutes

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**Board Present:** Rena Cotsones, David Preece, Jim Ryan, Scott Sullivan, Cyndie Hall, John Chadwick, Patrick OKeefe, Brent Brodeski, Janyce Fadden, Solomon Foley, Pat Ryan, Patti Thayer, Bob Burden, John Ekberg, Jan Herbert and Bob Rhea.

**Board Absent:** Tim Dimke, Patrick Curran and Matt Provenzano.

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

**Call to Order:**

Chairman Rena Cotsones called the meeting to order and introduced new board members, Patrick OKeefe, Marketing Manager, Eclipse Corporation and Solomon Foley, Agent, State Farm Insurance.

**Governance Process:**

- **Minutes:** Motion was made by Patti Thayer to approve Minutes of May 23, 2007. Janyce Fadden seconded the motion. Minutes were approved as submitted.
- **Internal Monitoring Report:** Monitoring report 2.1 – Treatment of Customers and Partners – Responses in surveys are generally favorable. RACVB will be starting a more formalized electronic survey of event owners and consumers twice a year. David suggested giving a report to the Board about the Secret Shopper program.

Monitoring report 2.9 – Programs/Events/Services/Logistics –  
Correction to IMR: In last paragraph of 2.9.2, change “elevate” to “alleviate”. Changes were noted.

Patti Thayer moved to approve IMR’s; Scott Sullivan seconded the motion. IMR’s were approved as submitted.

- **May Financials:** Amy Trimble presented the May financials. SBA funds have not been received. The delay is affecting cash flow and we are in the line of credit for the first time in 8 months. *Action: A memo will be given to the Board at the next meeting for not being in compliance and being in the line of credit.* Manzullo is helping to resolve the SBA issue.

Additional money (\$76,000) will be received in the International Grant due to the efforts of John Groh. The funds will be used in 4 different projects;

- Additional printing of visitor guides
  - Off-site visitor center at Clock Tower
  - Repair, update and expand "Immigrant and Ingenuity" signage in an 8-county area
  - Golf Trail program
- **Audit Report:** The Audit Committee met on June 8<sup>th</sup>, to review the audit report. A copy of the FY08 Budget Book was given to each Board member. FY08 Budget and FY08 Auditor Contract were discussed by the Board. The Audit Committee recommended approval. Motion to approve was made by Brent Brodeski. Seconded by Janyce Fadden.
- **CEO Performance Evaluation:** Board members were asked to send their evaluations to Rena if they have not already done so.
- **Topics for Board Discussion and Development:** Board members were asked to submit ideas for both internal and external topics of discussion for future board meetings.
- **CEO Report:**
- David introduced John Giantonio, the new Vice President, Chief Sales Officer for RACVB; his start date was June 18<sup>th</sup>. John shared some brief history with the Board.
  - **Illinois Tourism Report:** Northern Illinois numbers are up in the 2006 Economic Impact Report. Tourism provides \$27B annual income for Illinois, and is the largest industry worldwide.
  - **Rockford Global Alliance Update:** Bylaws have been approved. Broad based support from many groups will allow the RGA to present a unified voice. RACVB pledged \$15,000 to support the group. RGA is recruiting members.
  - **New Product Development Update:**
    - Sportscore Two will be expanded to include more soccer fields and to change indoors to accommodate more court sports.
    - RACVB is working with the city on broader hotel development possibilities, including in downtown Rockford.

- Land acquisition and engineering analyses are continuing for a whitewater course on the Rock River. The general consensus about the Ingersoll building is to keep it and adapt it for indoor water sports.
  - RACVB is offering input from a tourism perspective for the Riverwalk project.
  - Options are being discussed for possible uses of the Barber Colman site.
- Bob Rhea's term has expired. He was presented with gifts for his many years of service and dedication to the RACVB.

**Other Topics:**

Janyce spoke about the E-Days trip to Sweden in August. It's an opportunity to meet government and business people in several cities in Sweden. Anyone interested in going can call RAEDC for more information. Currently, 10-15 people plan to attend.

Meeting was adjourned at 8:55 a.m.

Respectfully Submitted,



Scott Sullivan, Board Secretary  
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**Next Board Meeting:**  
Wednesday, August 22, 2007  
7:30 a.m. – 9:00 a.m.  
RACVB – Board Room  
102 N. Main Street  
Rockford, IL 61101