

## Rockford Area Convention & Visitors Bureau

April 23, 2008

### Board of Directors Meeting Minutes

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**Board Present:** Rena Cotsones, David Preece, Linda Heckert, Pat Curran, Jan Herbert, John Chadwick, LaVonne Brown, Einar Forsman, Bob Burden, Cyndie Hall, Patrick OKeefe, Tim Dimke, Janyce Fadden, Jim Ryan and Solomon Foley.

**Board Absent:** Patrick Ryan, Paul Sletten and Scott Sullivan.

**Staff Present:** John Giantonio, Amy Trimble, Wanda Figueroa, Janet Jacobs, Katryna Hogan, Carrie Skogsberg and Jaki Berggren.

**Call to Order:**

Chairman Rena Cotsones called the meeting to order at 7:30 a.m.

#### **Governance Process:**

- **Minutes:** Motion was made by Patrick OKeefe and seconded by Einar Forsman to approve meeting Minutes of February 27, 2008. Minutes were approved as submitted.
- **Internal Monitoring Report:** The following monitoring report was approved as submitted.
  - 2.2 – Treatment of Staff
- **Nominating Report:** The Nominating Committee presented the Nominating Report (see attached). The report lists the board members who were elected for Board and Officer Terms. The committee also elected two new voting members:
  - Mark Stefanic – First Rockford Group
  - Sue Mroz – Winnebago County

Matthew Provenzano chose not to stand for re-election for another board term. Rena Cotsones thanked him for his service and dedication to the RACVB Board.

John Chadwick will no longer serve as Vice Chair due to commitments as RAEDC Chair, but will continue his term as a voting member.

Brent Brodeski (non-Board Member) has been appointed Advisor and will continue to be a member of the Audit Committee.

The Nominating Committee proposed changing the name to Board Development Committee. Rena stated the name change expands the committee's role to include Board work plan, training oversight, and places more focus on leadership succession planning.

An invitation was extended to the Board to volunteer their services on this committee. Einar Forsman and LaVonne Brown volunteered to be on the committee.

The Nominating Report was approved as submitted.

- **Finance Report:** Amy Trimble reported compliance on the finance report. RACVB maintained a positive cash balance throughout the month of March. Revenues continue to be received on a timely basis; with the exception of SBA funds; two quarters of the SBA grant are still due. As a result of a planned delay in filling an open management position, some budgeted personnel costs have been reallocated to the activities fund to support advertising programs. Operations expenditures are on budget.

Amy summarized the February Key Indicators. The Board discussed the charts and the possibility of modifying/improving the format of the report. Janyce Fadden was asked by the Chair to give suggestions about improving the Key Indicators. Janyce recommended we focus on outputs and inputs based on the Ends Policies, and to develop trend data. Janyce and David will work together to modify this report.

- **Board Survey by Bill Charney:** Rena summarized the results of the survey. She stated that the Board needs to create a work plan and that Bill Charney is available to help. Board member engagement should increase. Two-way communication between the Board and RACVB Staff can improve in quantity and quality. Emphasis should be on alignment. The Board went into Executive Session to discuss in more detail how they should organize and address these issues and opportunities. The staff was excused.

Meeting was adjourned at 9:00 a.m.

Next Board Meeting:  
Wednesday, May 28, 2008  
7:30 a.m. – 9:00 a.m.  
Location: RACVB – Board Room

Respectfully Submitted,



Scott Sullivan, Board Secretary  
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