

Rockford Area Convention & Visitors Bureau

May 28, 2008

Board of Directors Meeting Minutes

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**Board Present:** Rena Cotsones, David Preece, Pat Curran, Linda Heckert, Solomon Foley, Janyce Fadden, Scott Sullivan, Patrick OKeefe, Paul Sletten, John Chadwick, Jan Herbert, Sue Mroz, Bob Burden, Einar Forsman, LaVonne Brown, Mark Stefanic and Jim Ryan.

**Board Absent:** Tim Dimke, Cyndie Hall, Pat Ryan and John Ekberg.

**Staff Present:** Lindsay Whale, Stacy Kiejko, Amy Trimble, John Giantonio, Janet Jacobs and Wanda Figueroa.

**Call to Order:**

Chairman Rena Cotsones called the meeting to order at 7:30 a.m. Rena introduced and welcomed new board members Sue Mroz and Mark Stefanic to the Board.

**Governance Process:**

- **Minutes:** Motion was made to approve meeting Minutes of April 23, 2008. Minutes were approved as submitted.
  - **Internal Monitoring Reports:** The following monitoring reports were approved as submitted.
    - 1.1 – Create Economic Wealth
    - 1.2 – Enhance Tourism Product
    - 2.3 – Financial Planning/Budgeting
    - 2.4 – Financial Condition & Activities
- IMR 1.1 – Correction to be made: Fifth bulleted point under "Report", change "The 12 month *calendar* year 2008", to read, "The 12 month *fiscal* year 2008". Changes were noted.
- **Finance Report:** Amy Trimble reported compliance on the April financials. RACVB maintained a positive cash balance throughout the month of April. The Audit Committee will meet June 6<sup>th</sup>, to review and approve the FY09 budget; the budget will be presented at the June board meeting.
- Janyce and David will continue to work together to modify the key indicators, and a working group should be established for this project.

CEO Report:

- **Email Newsletters:** David mentioned that Email newsletters have been sent to the Board. This will keep the Board informed of key activities, events and issues relevant to our mission. Some Board members stated that they have not received this newsletter and perhaps it may have been caught in their spam folders. David said he would look into it and have Stacy in Communications send out a test email.
- **YOI:** David distributed a YOI (Year of Innovation) Power Point presentation that outlines an important community initiative that the RACVB is helping lead. More information and a participation form can be found at [rockfordinnovates.com](http://rockfordinnovates.com). There will be a public launch in late fall 2008.
- **Summeroriginals Promotion:** There are about a dozen attraction and hotel partners participating in the Summeroriginals marketing campaign. Of particular note is the innovative text messaging promotion. A person opts in—it is not spam—and receives messages and video segments about events in the Rockford area. We will be able to track source codes.

A total of 6 Summeroriginal postcards will be mailed out to Chicago and suburbs directing recipients to the microsite [summer.gorockford.com](http://summer.gorockford.com).

- **"Backyard Vacation" Effort:** Because of high gas prices influencing the trend for shorter vacations, RACVB will launch a PR/e-mail campaign to 1) encourage people in the Rockford area to take their vacations close to home, and 2) remind Chicagoland that Rockford is in their "backyard."

Discussion: Expectations and Performance Tracking

- Set a goal for hotel occupancy so performance relates to a standard
- Benchmarks on staff activity; e.g., bookings over several years
- Look at history as way to project future
- Look at length of stay as a measure
- List of projects: progress, involvement
- Key indicators are past numbers – would like to see projection of future expectations
- Measure our quality against others destinations
- Determine if experience met or exceeded expectations; this is the closest we can come to an objective measure
- 1.1 – Make most of what we have
- 1.2 – Compare tourism products to others
  - How do we enhance what we already have
  - Find something unique that no one else has
- 1.3 – Who are we communicating with?

Suggestions were made for the staff to create a new key indicators dashboard and present it to the Board. A Board/staff work team should be established to accomplish this.

**Executive Session:**

The Board went into Executive Session to continue their discussion about the Board survey, Board committees and Board work plans. The staff was excused.

Meeting was adjourned at 9:00 a.m.

**Next Board Meeting:**  
Wednesday, June 25, 2008  
7:30 a.m. – 9:00 a.m.  
Location: RACVB – Board Room

Respectfully Submitted,



**Scott Sullivan, Board Secretary**  
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