

**Rockford Area Convention & Visitors Bureau**

**November 18, 2015**

**Board of Directors Meeting Minutes**

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**Board Present:** Bobbie Holzwarth, John Groh, Bill LaFever, David Anderson, Bob Burden, Gary Strakeljahn, Ben Holmstrom, Todd Cagnoni, Michael Nicholas, Tim Dimke, Einar Forsman, Tim Myers, Mayor Ted Rehl, Patrick Curran, Ken Strawbridge, Patrick Hoey

**Board Absent:** Dave Fiduccia, Jamie Getchius, Bryan Davis, Darrell Snorek, Stacy Bernardi, Marco Lenis

**Staff Present:** Josh Albrecht, Lindsay Arellano, Lori Johnson, Joanne Nold, Tana Vettore

**Call to Order:** The meeting was called to order at 7:30 a.m. by Bobbie Holzwarth.

**Approval of Meeting Minutes:**

It was moved and seconded to approve the September 25, 2015 meeting minutes. Motion carried.

**Internal Monitoring Reports:**

It was moved and seconded to accept all monitoring reports as presented. Motion carried

- 1.1 – Create Economic Wealth
- 2.3 – Financial Planning/Budgeting
- 2.4 – Financial Condition & Activities
- 2.5 – Asset Protection

**Governance Process:**

Bobbie Holzwarth announced that in addition to herself, Einar Forsman, Tim Myers and Bryan Davis will participate on the 2015/2016 Board Development Committee. The same Board Development Committee will be defacto for the RACVB Charitable Foundation. It was moved and seconded to approve the Committee members. Motion carried.

John Groh reviewed the updated Crisis Communication Plan, which was distributed for reference.

It was moved and seconded to adopt the License Agreement between RACVB and the RACVB Charitable Foundation as presented. This license agreement repeals and replaces the previous lease between RACVB and the Foundation. After discussions with the City, due to the previous lease stating there could be no sublease to another entity without City Council's approval, the License Agreement was initiated. Motion carried.

The RACVB Charitable Foundation, as a supporting entity, is requesting priorities for fundraising efforts from the RACVB Board of Directors. There will be future discussion at the January 2016 meeting when in conjunction with the review of IMR 1.3 – Global Ends, Bill Geist will join for a report from interviewing community stakeholders in November.

It was moved and seconded to approve The RACVB Charitable Foundation Initiative Fulfillment Agreement as presented. This agreement states RACVB and RACVB Charitable Foundation are two separate entities and that RACVB will have the responsibility to fulfill the obligations of any funding donors for the RACVB Charitable Foundation, as outlined in the agreement. Motion carried.

On behalf of the audit committee, Gary Strakeljahn presented the 2014 Form 990 for review by the RACVB Board of Directors in advance of submission.

**CEO Report:**

Stroll on State happens on Saturday, November 28, 2015 and preparations are in full swing. The City tree has been installed. Volunteers decorated the weekend prior and for weeks in advance at workshops coordinated at the Napa building aka "Stroll Workshop" on South Winnebago. This year's festival footprint has expanded. John invited the Board members to the Sponsor Warming Centers located at RACVB and the Waterside Building on Water St. There was discussion on the readiness of the Jefferson Street Bridge and the pedestrian bridge under it.

John Groh reported on the River Lights initiative. William-Charles is installing electric conduit underground for the project. John Groh introduced the list of donors for the project to date. It was moved and seconded that RACVB support the River Lights initiative with \$25,000, which may be drawn from board-designated Innovation funds. Further, to smooth out cash flow and minimize any need to access the bank line of credit, staff may utilize board-designated funds for related project payables while waiting for pledged funds to be remitted, up to 24 months. Finally, the motion included approving Phase 1 and Phase 2 dependent on fundraising with implementation approval delegated to the River Lights board committee. The motion carried.

John Groh reported that Rockford Sharefest and the collaborative work for the Forest City Beautiful and Stroll on State initiatives was nominated by Rockford Park District and selected by the Illinois Park District Association for the "Best of the Best" award. Members of Sharefest, RACVB and Rockford Park District attended the IPDA Gala to accept the honor.

There has been no news on the State budget stalemate. ICCVB, with the IL Restaurant Association and Illinois Hotel & Lodging Association recently developed an advertising blitz which created attention to the importance of the tourism economic impact. RACVB Board members will revisit implications to our budget in January 2016.

John Groh reported that RACVB Executive team members have been researching methods and models from several marketing and membership programs across the country, by which to gain additional revenue.

John Groh and Josh Albrecht announced a grant application to Levitt, which was submitted in partnership with RAVE and the YMCA. The Levitt Grant is a matching grant to bring a ten-week concert series to our community with national touring acts. Should voters put Rockford in the top 15 communities out of 40, there is potential to be a recipient of the grant.

The board adjourned at 8:35 a.m.

Respectfully Submitted,

A handwritten signature in cursive script that reads "William D. LaFever".

Bill LaFever, Board Secretary  
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