

Rockford Area Convention & Visitors Bureau

January 27, 2016

Board of Directors Meeting Minutes

Board Present: Bobbie Holzwarth, John Groh, David Anderson, Bob Burden, Gary Strakeljahn, Ben Holmstrom, Todd Cagnoni, Michael Nicholas, Einar Forsman, Patrick Curran, Patrick Hoey, Stacy Bernardi, Marco Lenis

Board Absent: Dave Fiduccia, Jamie Getchius, Bryan Davis, Darrell Snorek, Bill LaFever, Mayor Ted Rehl, Tim Myers, Ken Strawbridge, Tim Dimke

Staff Present: Josh Albrecht, Lori Johnson, Joanne Nold

Guests: Alderman Tom McNamara, Bill Geist with DMOProz

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

Public Comments:

Alderman Tom McNamara requested the opportunity to briefly join the RACVB Board meeting. He was thankful for the decisions and investments the Board and RACVB staff have made to beautify and bring momentum back to downtown Rockford. He highlighted events like Forest City Beautiful, Stroll on State and River Lights.

Approval of Meeting Minutes:

It was moved and seconded to approve the November 18, 2015 meeting minutes. Motion carried.

Stakeholder Research Report:

Bill Geist, DMOProz, reported to the Board the feedback gleaned from stakeholder interviews and focus groups in the fourth quarter of 2015. After his comments there was extended discussion. Bill offered several recommendations: increase alternate revenue streams, increase communication to key stakeholders regarding funding non-traditional initiatives, and to continue to offer new and innovative destination development/experiences.

Budget Report:

At the recommendation of the Audit/Budget Committee, the revised FY16 Budget was approved.

Internal Monitoring Reports:

The approvals of the following Monitoring Reports were held over until the February 24, 2016 meeting, due to the loss of a quorum.

- 1.0 – Global Ends
- 1.3 – Engage Constituents on Behalf of Tourism
- 2.3 – Financial Planning/Budgeting
- 2.4 – Financial Condition & Activities
- 2.8 – Communication & Support to Board

Governance Process:

Per Board policy, Bobbie Holzwarth announced the 2016 CEO Compensation Committee will consist of the same members as the Governance Committee.

Board members were requested to complete and submit their Conflict of Interest Disclosures for 2016.

CEO Report:

John Groh reported on the 2015 Stroll on State. With almost \$60,000 in sponsorship funding and \$20,000 in other revenue, the event had a "break-even" expense bottom line.

Paint the (Down)town Green fundraising event is Friday, March 18 at the Rockford Morning Star Building, 127 N. Wyman Street. The RACVB Foundation Board members will serve as hosts for the event. There is a \$20,000 fundraising goal. Board members received copies of the sponsorship packages and were encouraged to attend.

Board members were notified of two news conferences for Bowling Tournament wins and the Tough Mudder competition in May 2016.

RACVB Annual Luncheon is confirmed for Wednesday, June 1, 2016 and will be held at the UW Sports Factory downtown. RACVB, in conjunction with Transform Rockford, has contracted Peter Kageyama, author of "For the Love of Cities" to speak at the Annual Luncheon as well in a "community conversation" session hosted by Transform Rockford.

In appreciation for marketing support for their Ethnic Parade and Festival, Midtown District gifted RACVB a plaque to say thank you.

John Groh confirmed that Rockford was not chosen as a recipient for the 2016 Levitt Music Grant.

The board adjourned at 8:50 a.m.

Respectfully Submitted,



Bill LaFever, Board Secretary

Lj