

**Rockford Area Convention & Visitors Bureau**

**December 14, 2016**

**Board of Directors Meeting Minutes**

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**Board Present:** Bobbie Holzwarth, John Groh, David Anderson, Bob Burden, Marco Lenis, Marcus Bacon, Todd Cagnoni, Tim Dimke, Bryan Davis, Michael Nicholas, Gary Strakeijahn, Patrick Curran, Stacy Bernardi, Kevin Frost, Patrick Hoey, Tim Myers, Darrell Snorek

**Board Absent:** Einar Forsman, Dave Fiduccia, Bill LaFever, Mayor Ted Rehl, Ben Holmstrom

**Guests Present:** Frank Haney, Nathan Bryant

**Staff Present:** Josh Albrecht, Joanne Nold, Tana Vettore, Lindsay Arellano, Kristen Paul

**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 28, 2016 meeting minutes. Motion carried.

**Internal Monitoring Reports:**

It was moved and seconded to accept all monitoring reports as presented, noting the need to revise 2.3.3 and create new interpretation of policy based on board-approved budget and loss projection . Motion carried.

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

**Approval of City Contract**

After confirming there were not conflicts of interest due to city officials holding seats on the board, it was moved by Gary Strakeijahn and seconded by Darrell Snorek to approve the new 6 year city contract. Motion carried with unanimous decision.

Bobbie Holzwarth shared that discussions with the city were healthy and productive and that the City Council Planning and Development Committee voted unanimously to move the vote forward to the full council vote on December 19.

Office lease agreement also approved with term of 2017-2022. There is an option for city to cancel lease if an alternative tenant (e.g. restaurant or retail) becomes available; with 1 year notice to RACVB. It has always been the position of the RACVB to support downtown growth, so this clause did not cause concern.

**Governance Process:**

It was moved and seconded to approve the appointments of David Anderson, Einar Forsman, Darrell Snorek and Bobbie Holzwarth as the new Board Development Committee. Motion carried.

Gary Strakeljahn reported on the 2017 990 Form. Information only; no vote necessary.

Bobbie Holzwarth reported on the updated Crisis Communication plan.

**CEO Report:**

John noted that state grant funds have started to be deposited into our account for the LTCB grant; funds from the International grant are anticipated soon.

Stroll on State 2016 had record attendance numbers. Local business reported 40-60% increase in sales over last year. Stroll has exceeded its objectives and is bringing the community together. David Anderson comments that the bridge set up was much better than in previous years and allowed the crowd to continue to move. 2017 Stroll on State planning has already begun; it will mark the 5<sup>th</sup> Annual Stroll on State.

2017 Board of Directors calendar released with meeting dates.

John provided and updated on group sales and marketing:

- Tough Mudder returning and will also feature Toughest Mudder. Dates for 2017 are August 26-27.
- Jehovah's Witnesses group is returning to Rockford for 3 weekends in July/August. Great group as it fills a need time when Sports Factory is closed for updates. This group left in 2006 when the MetroCenter closed for renovations (now BMO) and has not returned since.
- Partnership with Fred VanVleet was announced in conjunction with the Bring Your Game to Rockford campaign. He has committed to tournaments and appearances in the area and in advertising. The intention with this campaign is to grow other relationships and gain additional brand ambassadors and show people that there is significant opportunity available in Rockford.
- Marketing team won the Gold Mar Com award for new website. It has been very popular and gets much more usage than the previous site.
- In Good Company video released as a way for Human Resource Departments, Recruiters and Real Estate Agents can encourage people to move to the area.

Frank Haney, Winnebago County Board Chairman, noted that he was happy to attend meeting today and noted the many friends he has on the board. He is very happy to continue work with the RACVB and hopes to expand the relationship and hear additional ideas from us.

Patrick Curran praised John and staff for their efforts and for having such an impact on the city. He feels the RACVB has exceeded its mission and continues to inspire the community with creativity.

Bobbie Holzwarth thanked staff for an excellent 2016.

The next meeting is January 25, 2017.

The board adjourned at 8:39 a.m.

Respectfully Submitted,

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

Bill LaFever, Board Secretary  
KP