

**Rockford Area Convention & Visitors Bureau**

**January 25, 2017**

**Board of Directors Meeting Minutes**

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**Board Present:** Bobbie Holzwarth, John Groh, David Anderson, Marco Lenis, Marcus Bacon, Todd Cagnoni, Tim Dimke, Gary Strakeljahn, Patrick Curran, Kevin Frost, Tim Myers, Bill LaFever, Mayor Ted Rehl, Einar Forsman, Amanda Hamaker,

**Board Absent:** Ben Holmstrom, Bob Burden, Bryan Davis, Patrick Hoey, Nathan Bryant, Darrell Snorek

**Guests Present:** Susan Brake and Sarah Reinecke

**Staff Present:** Josh Albrecht, Joanne Nold, Kristen Paul

**Call to Order:** The meeting was called to order at 7:34 a.m. by Bobbie Holzwarth.

**Guest Presentation:**

Susan Brake and Sarah Reinecke with Development Counselors International (DCI) shared a presentation regarding a Rockford region messaging blueprint, which was developed as part of work completed on behalf of Transform Rockford. Discussion included cities that have overcome challenges similar to those of Rockford and presented 5 key messaging pillars that will launch Rockford forward as a top 25 community.

**Approval of Meeting Minutes:**

It was moved and seconded to approve the December 14, 2016 meeting minutes. Motion carried.

**Internal Monitoring Reports:**

- It was moved and seconded to accept 1.0 and 1.3. Motion carried.
- It was moved as seconded to accept 2.8. Motion carried.
- After discussing areas of non-compliance related to Reserve Levels, it was moved and seconded to accept 2.3 and 2.4. Motion carried. During the remaining months of FY17 John Groh, president/CEO, and Joanne Nold, director of finance and administration, will review monthly financial statements with the Governance Committee as well as with the full board at regularly scheduled meetings.

**Governance Process:**

It was moved by David Anderson and seconded by Gary Strakeljahn to accept the appointment of Amanda Hamaker as Winnebago County's voting representative on the board. She will serve a three-year term from 2017-2020. Motion carried with unanimous approval.

Board retreat dates were announced for April 27 and April 28. Schedule includes dinner and a panel discussion Thursday evening and facilitated discussions until midafternoon on Friday. Bill Geist of DMOProz (formerly Zeitgeist Consulting) will facilitate. Location TBD.

Bobbie Holzwarth noted that each board member should fill out their 2017 Annual conflict of interest disclosure form and return them to Kristen Paul.

Bobbie Holzwarth, on behalf of the Board Development Committee, invited board members to forward to the committee suggestions for board candidates. Committee members include Bobbie Holzwarth, David Anderson, Darrell Snorek and Einar Forsman.

**CEO Report:**

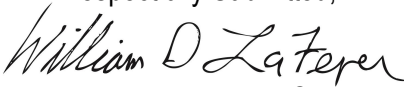
- The updated agreement with the City of Rockford for 2017-2022 has been executed by both parties.
- RACVB's sport tourism ambassador Fred VanVleet will be in town for a CVB-hosted fundraiser on February 19. He will help host an event at District Bar and do a meet and greet with fans. Ticket sales are going well.
- US Synchronized Skating Championship opening ceremonies are scheduled for February 23. The event, which will take place at the BMO Harris Bank Center, will bring 96 teams and 5,000 visitors to Rockford.
- RACVB will co-host an event with the US Travel Association on February 23d. The event – dubbed Travel Talks – will feature a roundtable discussion with Congressman Adam Kinzinger on federal policies related to travel and tourism.
- RACVB made a \$10,000 contribution to the Ethnic Heritage Museum for the purchase of the Graham Ginestra House. The City of Rockford is expected to make a \$75,000 contribution.
- RACVB has been invited to share at the NASC which is designed for both customers, vendors and other bureaus on Sports Tourism. John Groh and Tim Dimke will lead the session together on how park districts and bureaus can work together to share facilities and bring in business.

Tim Dimke shared with RACVB an award received by the Rockford Park District from the Illinois Park & Recreation Association for "Outstanding Facility and Parks" for the recent expansion of Mercyhealth Sportscore Two. It was also noted by Bobbie Holzwarth that Tim also was honored by IPRA with the Lifetime Achievement Award.

**The next meeting is February 22, 2017.**

The board adjourned at 8:54 a.m.

Respectfully Submitted,

  
Bill LaFever, Board Secretary  
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