

Rockford Area Convention & Visitors Bureau

May 24, 2017

Board of Directors Meeting Minutes

Board Present: Bobbie Holzwarth, John Groh, David Anderson, Marco Lenis, Darrell Snorek, Marcus Bacon, Todd Cagnoni, Patrick Curran, Kevin Frost, Bryan Davis, Nathan Bryant, Tim Myers, Patrick Hoey, Amanda Hamaker, Tim Dimke, Bob Burden, Chad Anderson, Jennifer Furst

Board Absent: Gary Strakeljahn, Bill LaFever, Ben Holmstrom, Mayor Ted Rehl, Einar Forsman

Staff Present: Joanne Nold, Josh Albrecht, Kristen Paul

Call to Order: The meeting was called to order at 7:35 a.m. by Bobbie Holzwarth.

Approval of Meeting Minutes:

It was moved and seconded to approve the April 28, 2017 meeting minutes. Motion carried.

Internal Monitoring Reports:

It was moved and seconded to accept Monitoring Reports 2.1 and 2.9. Motion carried.

It was noted during discussion of 2.1 that John Groh will serve as board chair of the Illinois Council of Convention & Visitor Bureaus for 2017/2018.

Governance Process:

Discussion occurred regarding the Big Ideas Roundtable and Board Retreat. Comments from board members included:

- The board needs to determine RACVB/Rockford's next Big Idea and how to make it happen.
- Adding private funding to RACVB is key to moving forward with initiatives and tasks.
- RACVB needs to be at the heart of large projects to ensure they are done well and with creativity.
- The downtown core and riverfront remain vital for the region and should continue to be a focus of Rockford & RACVB.
- Presentations from Tulsa and Grand Rapids representatives were standouts in their ability to personalize their mission to what their residents care most about.
- The job of the board is to determine what is next and how do we get there. The time is now.
- Potentially Davis Park is the next "big thing". It will take collaboration, private funding and a lot of effort to make it happen.
- Please continue the dialog and share your ideas. Share what the community is saying.

It was moved and seconded to accept the Mayoral re-appointment of Todd Cagnoni to the board and was confirmed unanimously. He will serve an additional (2nd) three-year term, beginning at the May 2017 meeting and concluding May 2020.

Discussion occurred regarding the creation of a task force to determine the support level RACVB should give for community events and development.

- It has become clear that parameters are needed to determine support levels
- The Madison CVB model includes a mix of board, city and community members who meet bimonthly to make suggestions to the board regarding current and upcoming issues.
- Any interest in being part of this taskforce should be shared with John, David or Bobbie.

A board annual work plan is being developed. It will include a schedule of normal governance materials, CEO reviews and other aspects/projects of the board. The goal is to remain on track with mission while freeing up time to focus on the bigger issues.

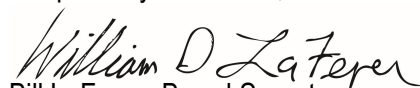
CEO Report:

- Opening celebration for MercyHealth Sportcore Two's Indoor Expansion is June 7. The board is encouraged to attend. The celebration marks the end of an eight year "Reclaiming First" journey.
- Fred VanVleet and RACVB will host a summer basketball camp and fan night. He is continuing to be an advocate for Rockford. A press conference announcing the details is scheduled for 5/24.
- The FY18 State budget is still undetermined. ICCVB is working to ensure that tourism is funded.
- Paint the Town Green annual fundraiser is scheduled for June 16, 2017. The board is strongly encouraged to purchase tickets or sponsor the event. Proceeds go to Forrest City Beautiful.
- Special thanks were given for the service of outgoing board members and officers.
 - Bobbie Holzwarth will remain on the board, however, her term as board chair has ended.
 - Patrick Curran is stepping down after many years of service. He received a standing ovation for his dedication to RACVB.
 - Patrick Hoey did not seek reelection from the Village of Rockton, and thus there will be a new liaison from Rockton.
 - Tim Dimke is retiring from the Rockford Park District effective June 23. He was thanked for his 11 years of service on the board.
 - Darrell Snorek has served six years on the board. He will continue serving on the Foundation board.

The next meeting is Wednesday, June 28, 7:30 a.m.

The board adjourned at 8:52 a.m.

Respectfully Submitted,


Bill LaFever, Board Secretary
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