

**Rockford Area Convention & Visitors Bureau**

**August 23, 2017**

**Board of Directors Meeting Minutes**

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**Board Present:** Bobbie Holzwarth, John Groh, David Anderson, Bill LaFever, Marcus Bacon, Kevin Frost, Nathan Bryant, Tim Myers, Chad Anderson, Jennifer Furst, Patricia Diduch, Mayor Ted Rehl, Einar Forsman; Marco Lenis; Todd Cagnoni, Amanda Hamaker, Bob Burden, Fred Wescott

**Board Absent:** Ben Holmstrom, Jay Sandine, Bryan Davis

**Foundation Board Present:** Al Castrogiovanni

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

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

**Approval of Meeting Minutes:**

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

**Internal Monitoring Reports:**

After discussion, it was moved and seconded to accept Monitoring Report 2.3 and 2.4. Motion carried with unanimous approval.

**Governance Process:**

It was moved and seconded to reaffirm RACVB's Global Ends Statement (mission) and Priority Results as discussed at the April board retreat and as presented for discussion today. The Global Ends Statement and Priority Results form the foundation for RACVB's Strategic Plan. There were no changes made. Motion carried with unanimous approval.

**CEO Report:**

- Strategic Plan presentation:
  - Created based on the Priority Results
  - Expanding focus in marketing and making a distinctive impact
  - Need to grow overall revenue to RACVB was noted
  - Desire to be a "go to" source and leader in the community.
  - 8 strategies that are cross functional for the staff to focus on through 2019
  - Board provided positive feedback

- A special thank you to Jay Sandine and the Rockford Park District for recognizing RACVB at their recent board of directors meeting.
- Stroll on State planning is going strong. More information will be shared at the September meeting, however, two of the additions this year include partnering with Fleet Feet for a 5k run the morning of Stroll and a greater parade with floats and marching bands. Sponsorships are ahead of last year's total and at about 50% of this year's total goal. Please share potential sponsors with John.
- The bi-annual citizen survey will begin on October 1. RACVB will be partnering with Transform Rockford and the City of Rockford to send one survey with questions for all organizations. The process is completed by U of I College of Medicine and ensures evenly distributed results.
- Calendar sales are underway for a project that will help fund Forrest City Beautiful. The project came at no cost to RACVB but 100% of proceeds will come to us. Businesses have the opportunity to buy in bulk, and several retailers will sell them as well.
- Tough Mudder and Toughest Mudder will be hosted at the Rockford Airport on August 26. 13,000 athletes are expected. CBS is in town filming the event.
- Convention of Jehovah Witnesses went well. They have already inquired about the possibility of returning for future years.
- Paint the Town Green 2018 has been confirmed for July 13 at Klehm Arboretum.
- The next meeting will be on Thursday, September 28 due to scheduling conflicts on Wednesday.

**The next meeting is Thursday, September 28, 7:30 a.m.**

The board adjourned at 8:06 a.m.

Respectfully Submitted,



Tim Myers, Board Secretary & Treasurer  
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