

Rockford Area Convention & Visitors Bureau

September 28, 2017

Board of Directors Meeting Minutes

Board Present: Bobbie Holzwarth, John Groh, David Anderson, Marcus Bacon, Kevin Frost, Chad Anderson, Jennifer Furst, Einar Forsman; Marco Lenis, Jay Sandine

Board Absent: Ben Holmstrom, Bryan Davis, Bill LaFever, Nathan Bryant, Tim Myers, Patricia Diduch, Mayor Ted Rehl, Amanda Hamaker, Bob Burden, Fred Wescott, Todd Cagnoni

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

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

Approval of FY17 Audit:

Following a brief presentation by RACVB's external Auditors from the Benning Group, LLP and upon the recommendation of the Audit Committee, the Consolidated FY17 Audit was approved and accepted.

It was noted that this concludes the three-year agreement with Benning Group and a decision on who will be used for future audits will be discussed in the coming months by the committee with a recommendation to the board in Spring 2018.

Approval of Meeting Minutes:

It was moved and seconded to approve the August 23, 2017 meeting minutes. Motion carried.

Internal Monitoring Reports:

It was moved and seconded to accept Monitoring Reports 2.0, 2.6 and 2.7. Motion carried.

Governance Process:

After discussion, it was moved and seconded to approve recommended changes to the Executive Limitations with the understanding that the line of credit in policy 2.4 will be further discussed at the December board meeting. Motion carried with unanimous approval.

CEO Report:

- "Filters" process, a tool that will be used by staff to evaluate public policy when RACVB is asked to make statements/take a position on public and private ventures, was discussed.

- John joined a group organized by Peter Provenzano on a trip to Cuyuna Lakes region in MN where they have transformed their community with extensive biking trails. A committee has formed to create a feasibility plan for replicating this in Rockford.
- LTCB and International grant financing has been announced and applications have begun. The total dollar amount for the LTCB grant is 2.7% lower than last year, but this can be absorbed in the approved FY18 budget.
- Stroll on State is partnering with Fleet Feet Rockford to present the Dasher Dash 5K the morning of Stroll. The announcement of an expanded parade starting at 3p.m. has been well received.
- Sponsorships for Stroll on State are on track. The budget is ready to be cut for any funding that has not been committed.
- RACVB, Illinois Bank & Trust and the River District hosted a luncheon at RACVB with downtown businesses to discuss the best ways they can maximize revenue during Stroll and throughout the holiday season.
- Activity is underway regarding expanding the Riverview Icehouse. RACVB budgeted \$10,000 to go to the feasibility study, which Rockford Park District is leading.
- The 2017 County Citizen Survey is still on track to go out around mid October. This is a collaborative effort with RACVB, City of Rockford, Transform Rockford and Winnebago County.

The next meeting is Wednesday, December 13, 7:30 a.m.

The board adjourned at 8:46 a.m.

Respectfully Submitted,



Tim Myers, Board Secretary & Treasurer
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