

Rockford Area Convention & Visitors Bureau

December 13, 2017

Board of Directors Meeting Minutes

Board Present: Bobbie Holzwarth, John Groh, David Anderson, Kevin Frost, Jennifer Furst, Einar Forsman; Jay Sandine, Bryan Davis, Patricia Diduch, Bob Burden, Todd Cagnoni

Board Absent: Ben Holmstrom, Bill LaFever, Nathan Bryant, Tim Myers, Mayor Ted Rehl, Fred Wescott, Marcus Bacon, Chad Anderson, Marco Lenis

Foundation Board Present: Al Castrogiovanni, Pat Tulley

Staff Present: Joanne Nold, Tana Vettore, Kristen Paul

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

Approval of Meeting Minutes:

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

Internal Monitoring Reports:

It was moved and seconded to accept Monitoring Reports 1.1, 2.3, 2.4 and 2.5. Motion carried. It was noted that 2.3, 2.4 and 2.5 have been updated, including CEO interpretations, per the changes made to the Executive Limitations during the September meeting.

Governance Process:

It was moved and seconded to ratify the extension of the lease for Stroll on State storage with Rockford Sharefest and for staff to have the ability to extend for future years as dictated by need. Motion carried.

Per the September board meeting, clarification was given regarding the limitations noted in Executive Limitation 2.4. It was recommended by the board officers to keep the wording as stated and not make additional changes. Board concurred.

David Anderson reported on the updated Crisis Communication & Business Continuity plan as distributed in board packet.

David Anderson, Bobbie Holzwarth, Jennifer Furst and Bill LaFever were confirmed as the new Board Development Committee without objection from the board.

CEO Report:

- 2018 Meeting schedule is included with packet. Please note that the pattern has changed to ensure a better distribution of meeting dates. The total number of meetings has remained the same.
- Thanks was given to Einar and Rockford Chamber for recognizing the importance of community partnerships. RACVB and Rockford Sharefest are honored to have received a Confluence Award.
- Stroll on State won two What Rocks Rockford awards. Rockford Sharefest was also nominated by RACVB and was the recipient of this year's Excelsior Award.
- Stroll on State 2017 Recap
 - Facebook video was viewed over 100,000 times in the first week it was released.
 - 10% increase, or 82,500 people in total attendance this year.
 - 3,000 people attended Dasher Dash with 962 total runners.
 - 20% increase in Santa visits
 - 38% more S'mores sold
 - 58% increase in letters written to Santa (all also received a return letter for the first time)
 - Downtown businesses reported strong sales.
 - Survey shows that for the first time the majority of people reported loving downtown.
 - The reimagined parade changed the crowd flow throughout the event with additional people in the earlier hours.
- Board gave standing ovation to RACVB staff for work done for Stroll.
- Special thanks were given to the City of Rockford for being such a strong partner for Stroll on State and for making the entire event feel safe.
- Recruitment for the open position of Director of Marketing and Public Affairs has begun. Workplace is conducting the search and hopes to have position filled by the end of January.
- The 2017 Citizen Survey has closed. Full results will be presented at the January meeting, if available.

The next meeting is Wednesday, January 24, 2018 at 7:30 a.m.

The board adjourned at 8:31 a.m.

Respectfully Submitted,



Tim Myers, Board Secretary & Treasurer
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