

Rockford Area Convention & Visitors Bureau

March 21, 2018

Board of Directors Meeting Minutes

Board Present: John Groh, David Anderson, Kevin Frost, Jennifer Furst, Todd Cagnoni, Bill LaFever, Tim Myers, Marcus Bacon, Chad Anderson, Marco Lenis, Bobbie Holzwarth, Jay Sandine, Patricia Diduch, Nathan Bryant

Board Absent: Fred Wescott, Einar Forsman, Bryan Davis, Bob Burden, Ben Holmstrom, Mayor Ted Rehl

Staff Present: Joanne Nold, Tana Vettore, Nick Povalitis, Kristen Paul

Call to Order: The meeting was called to order at 7:33 a.m. by David Anderson.

Approval of Meeting Minutes:

It was moved and seconded to approve the January 31, 2018 meeting minutes. Motion carried.

Internal Monitoring Reports:

It was moved and seconded to accept Monitoring Reports 1.0, 1.3, 2.2 and 2.8. Motion carried.

Governance Process:

David Anderson noted that each board member should fill out their 2018 annual conflict of interest disclosure form and return it to Kristen Paul.

David Anderson noted the appointment of the 2018-2019 Audit Committee:

- Tim Myers, Chair
- Marco Lenis
- Todd Cagnoni
- Mark Stefanic
- Steve Addante

It was also noted that a 3-year extension for the external audit has been signed with Benning Group. FY18 audit will begin in July.

It was moved and seconded to ratify and accept Carla Pascal as the Winnebago County voting representative to the board for a three-year term (thru 2021). Motion Carried.

CEO Report:

- The RACVB annual lunch will be held at Cliffbreakers on May 23 at 12 p.m. Melissa Lubbe is the keynote speaker and will discuss ways destinations tell their story and build a brand. More information will be sent regarding available sponsorships.
- David Anderson and Anderson Japanese Gardens were congratulated on being featured in the Spring/Summer Illinois Travel Guide and in Midwest Living magazine.
- Embassy Suites groundbreaking is scheduled for April 10. The board is encouraged to attend.
- Fred VanVleet summer camp and fan fest are planned for the end of June. Final dates and additional information will be sent, once confirmed.
- Several large groups, including NJCAA, were in Rockford for tournaments over the past few weeks. These types of groups reaffirm the Reclaiming First goals of bringing year-round business to the region. It was noted that hotels had record months in January and February due in part to these events.
- Rockton hotel feasibility study had positive results and they are currently in the process of finding an investor.
- Construction of the Indoor City Market has begun. Several new permanent tenants are already contracted for the space.
- Paint the Town is scheduled for July 13 at Klehm Arboretum. Sponsorship opportunities will be announced soon.
- I-90 gateway beautification project continues to move forward. It was noted that Tom Lind from Rockford Park District has been instrumental in the design process.
- The board and RACVB was thanked for their support of the Home Rule referendum and for all the work done for the betterment of Rockford by Bobbie Holzwarth.

The next meeting is Wednesday, April 25, 2018 at 7:30 a.m.

The board adjourned at 8:06 a.m.

Respectfully Submitted,



Tim Myers, Board Secretary & Treasurer

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