

Rockford Area Convention & Visitors Bureau

August 29, 2018

Board of Directors Meeting Minutes

Anderson Japanese Gardens

Board Present: John Groh, Jennifer Furst, Todd Cagnoni, Marcus Bacon, Bobbie Holzwarth, Patricia Diduch, Nathan Bruck, Kevin Frost, Jay Sandine, Nathan Bryant, David Anderson, Chad Anderson, Marco Lenis, Einar Forsman, Bryan Davis

Board Absent: Fred Wescott, Tim Myers, Carla Paschal, Bill LaFever, Mayor Ted Rehl

Staff Present: Joanne Nold, Tana Vettore, Lindsay Arellano, 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 June 27, 2018 meeting minutes. Motion carried.

Internal Monitoring Reports:

It was moved and seconded to accept Monitoring Reports 2.3 and 2.4. Motion carried.

Government Process:

Reconfirming the boards priority results was pushed back to the board retreat planned for early 2019. Any suggested additions or changes should be sent to the board Executive Team.

CEO Report:

- RACVB sales process and bookings presentation was shared by Lindsay Arellano, VP of Sales and Service. Sales planning and goals were laid out to show the reasoning behind which trade shows are attended and examples given on the servicing chairman or CEO. It was noted that many client relationships are formed and can take years to produce business. It was also noted how business is categorized and how need times are determined.
- Sport Stories is scheduled for September 13 at the Rockford Bank & Trust Pavilion. Please plan to attend and bring guests.
- Paint the Town Green is scheduled for October 12 at Klehm. Please plan to attend and bring guests. Proceeds benefit Forest City Beautiful.

- Stroll on State sponsorships are available. Currently at 69% of overall goal with \$132,000 dollars raised; This includes both new and returning sponsors.
- A new mural is being added to Eddie Green Place on September 22-27. The artist is internationally known and will bring a lot of attention to the public art scene.
- Fall for Rockford, a new event hosted by the River District Association, is scheduled for September 22. RACVB is a sponsor.
- A new digital ambassador program will begin in September. Look for information on the 815 Ambassadors Program.

The next meeting is Wednesday, September 26, 2018 at 7:30 a.m.

The board adjourned at 8:48 a.m.

Respectfully Submitted,



Jennifer Furst, Board Secretary
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