

**Rockford Area Convention & Visitors Bureau**

**October 24, 2018**

**Board of Directors Meeting Minutes**

**Stroll on State Workshop**

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

**Board Absent:** Fred Wescott, Carla Paschal, Ted Rehl, Einar Forsman, Jay Sandine, Nathan Bruck

**Foundation Board Present:** Gina Caruana

**Guest Present:** Brad Stallings, Julie Huber, Jessica Westberg, Joe Vettore, Creig Day

**Staff Present:** Joanne Nold, Tana Vettore, Lindsay Arellano, Nick Povalitis, Monique Gaines

**Call to Order:** The meeting was called to order at 7:38 a.m. by David Anderson.

**Stroll on State Update and Workshop Tour:**

Key leaders from Rockford Sharefest were introduced to the board and they provided an overview about the Stroll on State (SOS) workshop and volunteer efforts. A tour of the SOS workshop was given to board members. Approximately 2,000 volunteer hours are dedicated to Stroll on State with a return of 330,000 hours of enjoyment for the attendees, according to Creig Day.

Volunteers can participate in Santa's Workshop on Tuesday's 6-9 p.m. or Saturday's 8 a.m. – 12 p.m. Volunteers are also needed for set-up on Friday, November 16 and Saturday, November 17. David Anderson thanked the SOS leadership team for the tour and overview of SOS volunteer efforts before they departed the meeting.

**Approval of Meeting Minutes:**

It was moved and seconded to approve the September 24, 2018 meeting minutes. Motion carried.

**Internal Monitoring Reports:**

It was moved and seconded to accept the annual Monitoring Report 1.1, as well as 2.3. and 2.4. Motion carried.

**Governance Process:**

An updated Crisis Communication & Business Continuity Plan for FY18 was reviewed. David Anderson noted that board members and staff should review their responsibilities. It was moved and seconded to accept the updated Crisis Communication & Business Continuity Plan. Motion carried.

The FY18 990 Form was provided to the board and briefly reviewed. Information only; no vote necessary.

**CEO Report:**

- At 1 p.m. today the Stroll on State press conference will take place in the RACVB Annex. This year we have 29 corporate sponsors; included in this number are nine new corporate sponsors. Illinois Bank & Trust has extended their sponsorship another three years which will take us through 2022 (8 years total). Board members are invited to attend the press conference.
- The Davis Park Taskforce has chosen Hunden Strategic Partners as the consultant firm for the Davis Park project. Hunden is based in Chicago and has worked on several projects in Rockford. Most notably, the UW Health Sports Factory and the Embassy Suites Hotel. Hunden will work with the taskforce to move forward in taking the conceptional plan to the next phase. The next phase of the project is slated for a 3-month timeline.
- Lindsay Arellano, VP of Sales and Servicing, reported to the board that a joint bid with the Beloit CVB was accepted to host the National Soft ball Association (NSA) in July of 2019. Although a representative from Beloit is unable to attend, Lindsay and Mary French, group services manager, will attend the NSA National Convention in Florida on Saturday to be introduced as the hosts of the 2019 NSA Tournaments on behalf of the Rockford and Beloit CVBs.

**The next meeting is Wednesday, December 12, 2018 at 7:30 a.m.**

The board adjourned at 8:39 a.m.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Jennifer Furst', written over a horizontal line.

Jennifer Furst, Board Secretary  
MG