



Rockford Area Convention & Visitors Bureau

**Rockford Area Convention & Visitors Bureau
February 20, 2019
Board of Directors Meeting Minutes
RACVB Annex**

Board Present: John Groh, David Anderson, Jennifer Furst, Todd Cagnoni, Marcus Bacon, Chad Anderson, Patricia Diduch, Nathan Bruck, Bobbie Holzwarth, Ted Rehl, Jay Sandine, Kevin Frost, Bryan Davis

Board Absent: Nathan Bryant, Marco Lenis, Tim Myers, Fred Wescott, Einar Forsman, Bill LaFever

Staff Present: Lindsay Arellano, Nick Povalitis, Monique Gaines

Call to Order: The meeting was called to order at 7:34 a.m. by David Anderson.

Approval of Meeting Minutes:

It was moved and seconded to approve the December 12, 2018 meeting minutes with changes noted. Motion carried.

Governance Process:

David Anderson asked the board to complete the annual conflict of interest disclosure form and return ASAP to Monique Gaines.

David Anderson requested nominations from the board for possible future board members and suggestions for officer candidates for the upcoming year. Board members were invited to submit nominations to members of the committee (David, Bobbie, Bill or Einar).

David Anderson noted the appointment of the 2019-2020 Audit Committee:

- Tim Meyers, Treasurer
- Todd Cagnoni
- Chad Anderson
- Darrell Snorek
- Steve Addante

It was moved, seconded and approved to accept the slate for the Audit Committee as proposed.

Internal Monitoring Reports:

It was moved and seconded to accept the reports as submitted, including John's CEO interpretations, of Monitoring Reports 1.0, 1.3, 2.3, 2.4, and 2.8. Motion carried.

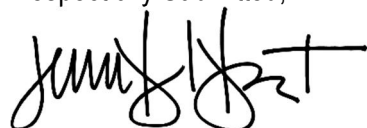
CEO Report:

- John gave a final financial report on Stroll on State 2018. Net income for the event was \$16,414. John reminded the board that following Stroll 2017 the board and foundation board approved the development of a “snowy day” fund of up to \$50,000, which would be used to help protect the event against possible future net losses. Combined with 2017 proceeds, the fund, which is held by the foundation, now sits at approximately \$26,000.
- The Dasher Dash 5K had nearly 1,300 runners participate, officially making it Rockford’s largest running event. A press conference was held at Fleet Feet during which it was announced that the event netted approximately \$28,000 (these funds are in addition to net proceeds noted above). These proceeds will help fund future Stroll related events. John expressed the CVB’s appreciation to Fleet Feet Rockford for their partnership.
- RACVB received two awards at the 2019 Illinois Governors Conference. The first award was for Best Cooperative Partnership in which RACVB staff served on committees and sub-committees related to the 75th anniversary of the Rockford Peaches. The second award was for the Best Branding Initiative for the BYG2RKFD (Bring Your Game to Rockford) sports marketing program.
- John shared a recent edition of *America Journal* with the board noting an ad/insert on the inside cover page of the magazine that was placed by the State of Illinois and distributed across Germany and German speaking countries. The ad featured the state’s Frank Lloyd Wright Trail and included great exposure for the Rockford region, including the Laurent House.
- Members of the Davis Park task force met yesterday and are a few weeks away from coming back to the community with a report. The board will be briefed on the recommendations at that time.
- John noted that Rock Valley College and RACVB are partnering to host a watch party of the Oscars, Sunday February 24 to cheer on Bing Liu for his documentary “Minding the Gap” which has been nominated for Best Documentary. The event will be free, board members are welcome.
- RACVB recently launched a new 815 Ambassador program in partnership with Transform Rockford. Ambassadors will receive an email approximately twice a month prompting them to share positive news on the region with their social media networks on Twitter, LinkedIn, and Facebook. We currently have 300 ambassadors signed up for the program.

The board adjourned at 8:12 a.m.

The next meeting is Wednesday, March 20, 2019 at 7:30 a.m.

Respectfully Submitted,



Jennifer Furst, Board Secretary
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