

**Rockford Area Convention & Visitors Bureau
March 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, Bobbie Holzwarth, Jay Sandine, Kevin Frost, Nathan Bryant, Marco Lenis, Bill LaFever, Tim Myers

Board Absent: Einar Forsman, Bryan Davis, Nathan Bruck, Ted Rehl

Staff Present: Lindsay Arellano, Tana Vettore, Martesha Brown, Joanne Nold, Kristen Paul

Call to Order: The meeting was called to order at 7:30 a.m. by David Anderson.

Approval of Meeting Minutes:

It was moved and seconded to approve the February 20, 2019 meeting minutes. Motion carried.

Internal Monitoring Reports:

It was moved and seconded to accept the report Internal Monitoring Report 2.2 as submitted, including John's CEO interpretations. Motion carried.

Governance Process:

David Anderson reminded the board to complete the annual conflict of interest disclosure form and return ASAP to Kristen Paul.

It was noted that the RACVB Annual Luncheon was cancelled for this year. Rather, there will be a community leadership dinner and board retreat similar to past years in late spring/early summer. Dates and additional information will be forthcoming. Format will likely be a panel discussion/big ideas community dinner followed by a half day meeting the following day for board and foundation board.

CEO Report:

- Proposal for funding was sent from RACVB/Transform Rockford to the RAEDC Leadership Council to cover the costs of a live/work/play website for Rockford. If received, the grant would cover the costs of implementation and we would cover the costs to management. Determination will be made on April 16.

- During March, all United flights around the globe have an ad placement and editorial coverage featuring Rockford (in a special section on Illinois). RACVB partnered with RAEDC on placign the ad.
- RACVB and Rockford Park District sent a letter to the county sharing the organizations unified opinions regarding potential changes in host fee allocations. Based on some public discussion, changes under consideration could eliminate the county's ability to fund large scale projects such as Nicholas Conservatory and West Rock Wake Park (prior recipients of host fee funds). Chairman Haney is not an advocate for the change as these projects do increase the quality of life for residents and drive economic vitality.
- Initial recommendations for Davis Park were presented to the taskforce committee. The largest questions still remain the future of the Lorden building and the addition of an amphitheater. Currently the task force is vetting all presented options and looking into ongoing roles of community organizations, including RACVB. Immediate action will be taken on "low-hanging fruit" and cost effective ways to make the park more functional until the full project can be completed.

The board adjourned at 8:14 a.m.

The next meeting is Wednesday, April 24, 2019 at 7:30 a.m.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Jennifer Furst". The signature is stylized and cursive.

Jennifer Furst, Board Secretary
KP