

**Rockford Area Convention & Visitors Bureau
December 11, 2019
Board of Directors Meeting Minutes
RACVB Annex**

Board Present: David Anderson, John Groh, Jennifer Furst, Todd Cagnoni, Carol Schuster, Noel Nickel, Nathan Bryant, Chad Anderson, Mike Nelson, Tim Myers, & Jay Sandine

Board Absent: Marcus Bacon, Einar Forsman, Kevin Frost, Nathan Bruck, Patricia Diduch & Tiana McCall

Staff Present: Martesha Brown, Joanne Nold, Tana Vettore, Kara Davis.

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

Approval of Meeting Minutes:

It was moved and seconded to approve the October 23, 2019 meeting minutes. Motion carried.

Internal Monitoring Reports:

After discussion, it was moved and seconded to accept the report Internal Monitoring Report 2.5 as submitted, including John's CEO interpretations. Motion carried.

Governance Process:

A board development committee was formed.

Tiana McCall has resigned from her position at Winnebago County (she will now serve as a VP at Rock Valley College) and as such will no longer serve as the County's liaison to our board. However, desiring to have her continue service on the board, Jennifer Furst, on behalf of the board development committee, recommended electing Tiana to a non-voting, ex-officio position until such time as a voting position on the board becomes available. It was moved and seconded to elect Tiana to a one-year term as a non-voting, ex-officio member of the board. Motion passed.

Further, Chairman Frank Haney has recommended Dan Fellers, county board member, to serve as the county's liaison. It was moved, seconded and approved to ratify the chairman's appointment of Dan Fellers.

The 2020 board meeting schedule was provided to all board members.

CEO Report:

- Staff continue to gather relevant attendance and financial data for Stroll 2019. Due to inclement (rainy) weather, attendance was down significantly. This is expected to impact the event's financial performance as well. A more complete report will be shared in January.
- Copies of 2018 (most recent) Form 990 for RACVB and Foundation were made available to board members.
- The board meeting on January 22 will include a presentation from Civitas, a firm that will assist RACVB and the Rockford Park District in exploring the viability and benefits of establishing a Tourism Improvement District.
- RACVB's Annual luncheon will take place on April 2 at the new Embassy Suites. Please mark your calendar.
- Joseph James hotel (former YWCA) construction start and name reveal event is scheduled for December 19.

The board adjourned at 8:12 a.m.

The next meeting is Wednesday, January 22, 2020

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Einar Forsman". The signature is fluid and cursive, with a large, stylized initial "E".

Einar Forsman, Board Secretary

kd