

**Rockford Area Convention & Visitors Bureau
October 28, 2020
Board of Directors Meeting Minutes
Zoom**

Board Present: Chad Anderson, Todd Cagnoni, Bryan Davis, Patricia Diduch, Jennifer Furst, John Groh, John Penny, Mike Nelson, Marcus Bacon, Darrell Snorke, John Penney, Einar Forsman & Kevin Frost, Noel Nickel, & Tiana McCall.

Board Absent: David Anderson, Carol Schuster, Jay Sandine, Daniel Fellers, Ted Rhel, & Nathan Bruck

Staff Present: Martesha Brown, Joanne Nold, Nick Povalitis, Kristen Paul, Kara Davis

Guest: Bobbie Holzworth, Jake Thompson

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

Approval of Meeting Minutes:

It was moved and seconded to approve the September 23, 2020 meeting minutes. Motion carried.

FY 20 Audit Presentation:

Treasure Noel Nickel introduced Jake Thompson of the Benning Group to present the FY20 consolidated financial audit. The audit did not uncover any corrections or misstatements. A clean report was presented. Joanne Nold was thanked for her efforts and professionalism in managing the organization's finances. The Audit/Budget committee recommended acceptance/approval of the Audit. Motion carried.

Internal Monitoring Reports:

After discussion, it was moved, seconded and approved to accept the Internal Monitoring Reports, including John Groh's CEO Interpretations, for monitoring on:

- 1.1 - Creating Economic Wealth
- 2.3 - Financial Planning and Budgeting
- 2.4 - Financial Conditions & Activities

Governance Process:

The Crisis Communication/Business Continuity Plan was distributed with the board packet for emergency purposes.

The 2021 Board Development was appointed by Chair Furst and includes Jennifer Furst, Einar Forsman, Tiana McCall and David Anderson. The recommended appointment was moved, seconded and approved. Furst encouraged the board to forward names for consideration to the committee and in doing so reminded the board of its intention to ensure the board reflects the community we serve.

CEO Updates:

John updated on the reimagined Stroll on State that includes be a televised partnership with WREX and Heartland from 6 to 7 p.m. on November 28th. The program includes a tree lighting ceremony and fireworks throughout the city. Santa visits will take place at City Hall and Letters to Santa will be encouraged. Anderson Automotive and the local chambers will be announcing a decorating encouragement to the business community to decorate for the holidays. Downtown decoration days are the 11/20 and 11/21.

There was an appeal letter for the Forest City Beautiful initiative, John encouraged board members to donate as they are able.

John also highlighted Covid-19 related challenges for local industry partners, including restaurants. There is a fund being worked on to offer some relief, both for business owners and employees.

The RACVB and Rockford Park District are still involved in conversations about the ice house and the future for the community with Riverview.

At 9:10 a.m. Chair Jennifer Furst adjourned the meeting.

The next meeting is Wednesday, December 16th location tbd.

Respectfully Submitted,



Einar Forsman, Board Secretary
kd