

**Rockford Area Convention & Visitors Bureau
January 27, 2021
Board of Directors Meeting Minutes
Zoom**

Board Present: David Anderson, John Groh, Jennifer Furst, Todd Cagnoni, Nathan Bruck, Patricia Diduch, Kevin Frost, Bryan Davis, Tiana McCall, John Penny, Chad Anderson, Darrell Snorek, Ted Rehl & Jay Sandine

Board Absent: Carol Schuster, Noel Nickel, Einar Forsman & Marcus Bacon

Staff Present: Martesha Brown, Joanne Nold, Nick Povalitis, Lindsay Arellano, Kristen Paul & 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 28, 2020 meeting minutes. Motion carried.

Internal Monitoring Reports:

After discussion, it was moved, seconded and approved to accept the following Internal Monitoring Reports, including John's CEO interpretations:

- 1.0 Global Ends,
- 1.3 Communicate with Constituents,
- 2.3 Financial Planning/Budgeting,
- 2.4 Financial Condition & Activities,
- 2.5 Asset Protection (deferred from December) and
- 2.8 Communication & Support to the Board.

Governance Process:

Jennifer Furst nominated board members: Noel Nickel, Todd Cagnoni, Darrell Snorek, Chad Anderson, David Anderson and Steve Addante to serve as the 2021/2022 **Board Audit Committee**. A motion was made to accept her recommendations, it was seconded and approved by the board.

The board accepted the resignation of Mike Nelson due to unforeseen circumstances with his business and impact from the pandemic. The board was thankful for his service and the time he was able to contribute.

Jennifer Furst reminded the board of the importance of the need for Board Development and potential new members. Jennifer recommended if any board members have someone in mind that would fit with the

organization's goals to please forward information to her. The board development committee is currently: Einar Forsman, Tianna McCall, David Anderson, Jennifer Furst & John Groh. A motion to approve the board development committee was made, seconded and approved. Jennifer Furst reminded the board if they are interested in being an officer for the upcoming year to let her know.

Budget:

Joanne Nold reviewed the budget and any significant changes and mentioned some overall expenses that will be anticipated. After discussion it was moved and seconded to approve the FY21 2nd 6-Month Budget (January – June). Jennifer Furst thanked the staff for sticking thru the hard times on behalf of the entire board.

CEO Report:

John took a moment to recognize and celebrate the Excelsior Award received by RACVB in December from the Rockford Register Star and thanked board and staff. John also mentioned that the Forest City Beautiful contract is up for vote for renewal with the City of Rockford and provided details.

Kristen Paul provided a Stroll on State 2020 recap report including an overview the virtual events and changes to the event this year which included more decoration, adding Davis Park and several partnerships that assisted with a great outcome. Despite all of the adversity, Stroll was an over-all success and small business Saturday got people in a "local" mindset.

Nick Povalitis covered more about the Spread the Light program and its success and the success of the RACVB's first-ever Resturant Week.

John reminded the board of the Tourism Improvement District initiative and that he is working with a committee of hoteliers to establish a district in our market for sustanable funding for new marketing/sales efforts and return.

The board adjourned at 8:34 a.m.

Next Meeting: March 24, 2021 RACVB Annex, 7:30 a.m.

Respectfully Submitted,

Einar Forsman, Board Secretary
kd