

**Rockford Area Convention & Visitors Bureau
March 24, 2021
Board of Directors Meeting Minutes
Via Zoom**

Board Present: David Anderson, Chad Anderson, Marcus Bacon, Todd Cagnoni, Patricia Diduch, Jennifer Furst, John Groh, Carol Schuster, Tiana McCall, Tim Myers, Nathan Bruck, John Penny

Board Absent: Bryan Davis, Kevin Frost, Einar Forsman, Jay Sandine, Darrell Snorek

Staff Present: Martesha Brown, Joanne Nold, Lindsay Arellano, Kristen Paul, Kara Davis.

Call to Order: The meeting was called to order at 7:36 a.m. by Jennifer Furst.

Approval of Meeting Minutes:

It was moved and seconded to approve the January 27, 2021 meeting minutes. Motion carried.

Internal Monitoring Reports:

After discussion, it was moved and seconded to accept the report Internal Monitoring Reports: Monitoring on Policy 2.2 – Treatment of Staff including John’s CEO interpretations. Motion carried.

CEO Report:

Martesha Brown presented the Welcoming Diversity Commitment Statements and reviewed recent work. Lindsay Arellano covered WNIT stats and that the event generated an estimated \$403,000 in economic impact and strengthened relationships with partners. John gave a Tourism Improvement update and let the board know there will be an educational session for the board next month. CRE8IV Murals/Sculptures are underway for 2021 and work is being done to advance these projects by Destination Development. \$109,000 is secured for CRE8IV and sculptures, to date.

Joanne Nold gave updates on finances-projecting to end the year \$50,000 ahead of schedule. Hotel tax receipts are still recovering slowly. Expenses are being kept minimal and that is resulting in cash being strong. The Bureau applied for the second PPP draw and has asked for full forgiveness on the first loan. There was a motion, second and approval to ratify the Board Governance Committee’s authorizing staff to apply for a second PPP loan for \$219,440.

On April 5, staff will return to the office with “core hours” of a minimum of 3 days per week and 5 hours per day (in the office) to adjust to being back in the office. June 1 is targeted for a full reopening of the office.

Governance Process:

It was moved, seconded, and approved to ratify the 2021-2024 Forest City Beautiful Agreement between RACVB and the City of Rockford. Todd Cagnoni abstaining from the vote.

John reminded the board that the board development committee is working through selections for the nomination process and to alert him if you have any recommendations for the board positions. With regret, Noel Nickel's resignation was accepted by the board. The board noted its desire to welcome Noel back to the board in the future if the opportunity arises.

Partner updates were given for Loves Park, Rockford, Rockton & South Beloit.

The board adjourned at 8:31 a.m.

The next meeting is Wednesday, April 28, 2021

Respectfully Submitted,

Einar Forsman, Board Secretary
kd