

**Rockford Area Convention & Visitors Bureau
June 23, 2021
Board of Directors Meeting Minutes
Via Zoom**

Board Present: Chad Anderson, David Anderson, Todd Cagnoni, Patricia Diduch, Jennifer Furst, Kevin Frost, John Groh, Carol Schuster, John Penny, Einar Forsman, Mick Gronewold, Shelton Kay, Dana Martin, Ricardo Montoya-Picazo & Tiana McCall

Board Absent: Patrick Thompson, Marcus Bacon, Nathan Bruck, Darrell Snorek

Staff Present: Martesha Brown, Joanne Nold, Angela Larson, 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 April 28, 2021 meeting minutes. 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:

- 2.8 Communication & Support to Board
- 2.9 Programs/Events/Services/Logistics

CEO Report:

John reported on good financial outlook, grant funding it at full levels from the state. July budget will be presented to the board in July. John pointed out the hotel taxes are trending upward, and hotel rates and occupancy are trending upward. 2023 is the predicted recovery and possibly into 2024.

July 7,8 & 9 Tiffany from Civitas will be in town to move the legal documents and Q&A's forward.

Destination Development:

Kristen Paul gave a presentation about the 11 mural projects that the RACVB is taking part in.

Governance Process:

It was moved by the board development committee to elect the following to serve a three-year term, beginning at the June 2021 meeting and concluding June 2024. Motion carried

- Mick Gronewald

The board adjourned at 8:38 a.m.

The next meeting is Wednesday, Next Board Meeting: July 29, 2021 in the RACVB annex.

Respectfully Submitted,

Einar Forsman, Board Secretary
kd