

**Rockford Area Convention & Visitors Bureau
October 27, 2021
Board of Directors Meeting Minutes
RACVB Annex**

Board Present: Chad Anderson, David Anderson, Patricia Diduch, Einar Forsman, Jennifer Furst, John Groh, Carol Schuster, John Penny, Sonja Hoppes for Ted Riel, Shelton Kay, Tiana McCall, Patrick Thompson, Kevin Frost, Darrell Snorek, Mick Gronewold, Dana Martin, Ricardo Montoya-Picazo.

Board Absent: Marcus Bacon, Todd Cagnoni, Jay Sandine, Nathan Bruck.

Staff Present: Martesha Brown, Kristen Paul & Desheanda Ingram.

Guest Present: Jake Thompson of Benning Group

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 September 22, 2021 meeting minutes. Motion carried.

FY 21 Audit Presentation:

John Groh and Carol Schuster introduced Jake Thompson of the Benning Group to present the FY21 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:

- 2.3 Financial Planning/Budgeting
- 2.4 Financial Condition & Activities

Reporting on:

- 1.1 Create Economic Wealth was deferred to December

Governance Process:

The Crisis Communication/Business Continuity Plan was distributed with the board packet for emergency planning purposes. Board members are asked to review the plan and be aware of their potential role in the event of an emergency situation.

The 2022 Board Development was appointed by Chair Furst and includes Jennifer Furst, Tiana McCall, Chad Anderson 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. John reminded board April is when they will need to be filled.

CEO Update:

John welcomed Sonja Hoppes from South Beloit, Sonja attended the meeting in Mayor Ted Riel's place. John highlighted Martesha Brown's promotion to Director of Marketing and Communication. John noted Internal Monitoring 1.1 Create Economic Wealth is being deferred due to State of Illinois not having all of the necessary data/information processed.

Kristen Paul reported out on Stoll On State update and needs

Martesha Brown reported out on partnership with Our City Our Story and showed a video about Brett Whitacre a colorblind artist, see his story at: <https://youtu.be/RpQu85uBW8o> . She also provided an update for Stroll On State Sponsorships and presented board members with remaining sponsorship opportunities.

Several updates were provided by board members about their municipalities or organizations. Board Member David Anderson shared Anderson Garden will be keeping the garden open later in the season, with more details to come.

At 8:22 a.m. Chair Jennifer Furst adjourned the meeting.

The next meeting is Wednesday, December 15, 2021 in the RACVB annex.

Respectfully Submitted,

Tiana McCall, Board Secretary
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