

**Rockford Area Convention & Visitors Bureau  
December 15, 2021  
Board of Directors Meeting Minutes  
RACVB Annex**

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**Board Present:** Chad Anderson, David Anderson, Todd Cagnoni, Patricia Diduch, Einar Forsman, Patrick Thompson, Kevin Frost, Jennifer Furst, John Groh, Tiana McCall, Jay Sandine, Carol Schuster, Darrell Snorek, Mick Gronewold, Shelton Kay, Dana Martin, Ricardo Montoya-Picazo

**Board Absent:** Marcus Bacon, Nathan Bruck, John Penney, Ted Rehl

**Staff Present:** Martesha Brown, Lindsey Arellano, Kristen Paul, Desheanda Ingram

**Call to Order:** The meeting was called to order at 7:32 a.m. by Jennifer Furst.

Board Chair Jennifer Furst began the meeting with a festival holiday greeting and recognition of the staff, noting their recent efforts including successfully producing Stroll on State.

**Approval of Meeting Minutes:**

It was moved and seconded to approve the October 27, 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:

- 2.5 Asset Protection
- 1.1 Create Economic Wealth (deferred from October)

**Governance Process:**

A board meeting schedule for 2022 was provided to all board members.

**CEO Report:**

John Groh reported that the annual Form 990 had been approved by the Board Governance Committee and filed. Copies of report were made available to board members wishing to view and the report is onfile in the office if requested.

John and Kristen Paul shared a Stroll on State recap report, noting this year RACVB contracted an event analytics firm that uses mobile phone data to estimate attendance figures. Overall attendance was 62,250 this year; the firm estimated approximately 75% were Winnebago County residents, and more than 5% traveled from outside Illinois.

Kristen expressed appreciation to everyone for their help bringing the community together, especially amidst the ongoing pandemic. She reported RACVB worked with many new vendors and have received great comments from the vendors, partners, sponsors, guests and business owners. The Dasher Dash 5k had 745 runners, making it the largest race in Rockford this year.

Kristen stated the 2022 event will mark Stroll on State's 10 year anniversary and planning is already underway.

Board Chair Jennifer Furst shared 'Letters to Santa' received 580 letters, She reported the letters come from all over including Florida, Texas, and Hawaii with all backgrounds being represented. Everyone who writes a letter receives a response.

Martasha Brown reported out on the Regional Livability marketing campaign, noting a launch is scheduled for mid to late January 2022.

Lindsay Arellano reported out on an international cycling event RACVB is working to secure for 2022 - 2024, could bring up to 1,500 + athletes and spectators to the region. Lindsay shared a short video of the event.

Several updates were provided by board members about their municipalities and organizations. Jay Sandine shared the Park District will be breaking ground in March for Riverview Icehouse renovations. Pat Thompson reported State of Emergency declared last week by Chairman Chiarelli due to rising Covid-19 cases and hospitalizations. Carol Schuster shared UIC will be open December 21<sup>st</sup> until 8 p.m. for COVID testing. Todd Cagnoni reported out the new Hard Rock "Opening Act" Rockford Casino has been open 22 days and revenue is above what was estimated.

At 8:52 a.m. Chair Jennifer Furst adjourned the meeting.

**The next meeting is Wednesday, January 26, 2022**

Respectfully Submitted,

Tiana McCall, Board Secretary  
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