

**Rockford Area Convention & Visitors Bureau  
January 26, 2022  
Board of Directors Meeting Minutes  
Via Zoom**

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**Board Present:** Chad Anderson, David Anderson, Marcus Bacon, Todd Cagnoni, Patricia Diduch, Einar Forsman, Patrick Thompson, Kevin Frost, Jennifer Furst, John Groh, Tiana McCall, John Penney, Ted Rehl, Jay Sandine, Carol Schuster, Darrell Snorek, Shelton Kay, Dana Martin,

**Board Absent:** Nathan Bruck, Mick Gronewold, Ricardo Montoya-Picazo,

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

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

**Approval of Meeting Minutes:**

It was moved and seconded to approve the December 15, 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:

- 1.0 Global Ends
- 1.3 Communicate with Constituents
- 2.3 Financial Planning/Budgeting
- 2.4 Financial Condition & Activities
- 2.8 Communication & Support to Board

**Governance Process:**

Board Development Committee met and discussed upcoming open positions. There will potentially be 4 open seats, please reach out to Board President Jennifer Furst with recommendations.

**CEO Report:**

John Groh reported out on the next 6 months of the budget and responded to questions board members had concerns with. John stated still having on going conversations regarding the workshop building.

John informed board of upcoming team building sessions with Tammy Caravan of FiredUp!

Martasha Brown reported out on the Rockford Relocation Marketing campaign which is scheduled for a soft launch first week of February. Martasha will provide a full report at the March meeting.

Martasha provided an update for Rockford Restaurant Week and shared the 30 second commercial, at time of reporting 42+ restaurants had signed up also shared this year will be adding additional awards for customers to vote on. There will also be two t-shirts available for purchase.

Martasha also shared Rockford will be featured in an upcoming episode of John McGivern's Main Streets, the show is scheduled to air on Sunday, February 20<sup>th</sup> with a preview party scheduled for Thursday February 17<sup>th</sup>.

Kristen Paul provided a recap for Stroll and Dasher Dash final numbers.

Several updates were provided by board members about their municipalities and organizations. Einar Forsman shared new RAEDC President Therese Thill will be starting next week and very excited to have her on board.

At 8:43 a.m. Chair Jennifer Furst adjourned the meeting.

**The next meeting is Wednesday, March 30, 2022**

Respectfully Submitted,

Tiana McCall, Board Secretary  
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