

**Rockford Area Convention & Visitors Bureau
March 30, 2022
Board of Directors Meeting Minutes**

Board Present: Chad Anderson, David Anderson, Marcus Bacon, Todd Cagnoni, Patrick Thompson, Kevin Frost, Jennifer Furst, John Groh, Carol Schuster, Darrell Snorek, Shelton Kay, Ricardo Montoya-Picazo,

Board Absent: Nathan Bruck, Mick Gronewold, Patricia Diduch, Einar Forsman, Tiana McCall, John Penney, Ted Rehl, Jay Sandine, Dana Martin,

Staff Present: Lindsey Arellano, Kristen Paul, Joanne Nold

Call to Order: The meeting was called to order at 7:34 a.m. by Jennifer Furst.

Approval of Meeting Minutes:

It was moved and seconded to approve the January 26, 2022 meeting minutes. Motion carried.

Internal Monitoring Reports:

It was moved, seconded, and approved to accept the Internal Monitoring Reports including John Groh's CEO interpretations, for monitoring on:

- 2.2 Treatment of Staff. It was noted that the dates in the report will be updated to reflect the correct year. All other content within the report is accurate.

Governance Process:

Board Development Committee continues to work to fill open seats. In April, a bylaw change will be presented to the board to vote on changing Loves Park to a non-voting member. This is based on recognizing only those municipalities that provide funding should be recognized as voting members. It is the hope that Loves Park will appoint a new non-voting member for the board.

CEO Report:

John Groh reported that the grant request for a new Tourism Master Plan continues to move forward. The last master plan was created in 2010 and needs a new plan needs to be created for the next 15-20 years. The grant would provide \$277,000 of the \$350,000 total cost of the plan creation. Much of the difference would be made up of RACVB staff time. Although RACVB would manage/administer the grant, the R1 planning council and City of Rockford are partner organizations. The total time length for plan creation is 18-24 months.

Kristen Paul provided an update on the 2022 CRE8IV mural program. The program hopes to install 10 murals within the city of Rockford along with additional projects in surrounding municipalities. Funding needs to be secured to move forward with this year's planning.

John Groh noted that the audit/budget committee is meeting with two audit firms to determine the best option for this year.

John Groh noted that RACVB is currently in its final year of a 6-year contract agreement with the City of Rockford for funding and office space. Negotiations for the next 6-year contract are underway and going well.

Lindsay Arellano provided an update in GFNY and shared available sponsorship opportunities.

Lindsay Arellano shared that a contract has been signed to host the 2023 US Figure Skating sectionals Synchronized Skating competition is returning to Rockford with nearly 200 teams and 8,000 room nights. A rebate has been established for out of town stays and there is an estimated economic impact of \$2.5 million.

John Groh shared the Rockford Relocation Marketing Campaign. The campaign is intended to help local HR and realtors provide valuable information on the benefits of moving to Rockford. A full website and social media plan has been launched with initial feedback being very positive. The campaign is currently funded through the summer of 2022, but ideally will continue for 5 years with an annual commitment of \$500,000.

At 8:34 a.m. Chair Jennifer Furst adjourned the meeting.

The next meeting is Wednesday, April 27, 2022

Respectfully Submitted,

Tiana McCall, Board Secretary
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