

**Rockford Area Convention & Visitors Bureau
July 27, 2022
Board of Directors Meeting Minutes
RACVB Annex**

Board Present: Chad Anderson, Kevin Frost, John Groh, Carol Schuster, Shelton Kay, Therese Thill, Richard Shuga, Geno Iafate, Kirk Weitzel, Darrell Snorek, Patrick Thompson, Jennifer Furst, Ricardo Montoya-Picazo,

Board Absent: Nathan Bruck, Todd Cagnoni, Sonya Hoppes, Jay Sandine, Patricia Diduch, Mick Gronewold, Dana Martin, Tiana McCall, Caitlin Pusatari, Bobbie Holzwarth

Staff Present: Joanne Nold, Kristen Paul

Call to Order: The meeting was called to order at 7:36 a.m. by board chair Carol Schuster

Jennifer Furst was thanked for her 3-years of service as board chair. She will continue to serve on the board as immediate past chair and as the Chair of the Foundation Board.

Approval of Meeting Minutes:

It was moved and seconded to approve the June 22, 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:

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

Governance Process:

It was moved and seconded to elect Dana Martin to the audit committee. Motion carried

CEO Report:

A grant from the US Dept. of Commerce, Economic Development Administration to create a Destination Master Plan was approved for \$277,500. Work product is anticipated to take 18-24 months with an initial kick-off call with the EDA having taken place on August 8. An advisory group is being formed to ensure the

plan represents the community. RACVB board is welcome to participate, and members should express interest to John Groh.

FY23 RACVB Strategic plan was presented to the board. After discussion, it was moved and seconded to approve the plan as presented (with desired edits communicated to Groh). Motion Carried.

Staffing updates, including the start date of Jacqui Corsi, VP of Marketing, was shared with the board.

Stroll on State funding was discussed, along with the success of the Christmas in July sponsor event. Although funding is budgeted at a higher level than 2021, significantly more funding is needed to make Year 10 the most memorable yet, due in significant portion to rising costs.

The ownership of the property at 310 S. Winnebago was officially transferred to the RACVB Charitable Foundation as of June 30, 2022.

Richard Shuga was thanked for all his and Local 607's help with prepping and priming walls for CRE8IV murals. Projects are wrapping up this month. A permanent CRE8IV sculpture is being installed today at the Morgan St/College Ave roundabout.

The board adjourned at 8:18 a.m.

The next meeting is Wednesday, Next Board Meeting: September 28, 2022, in the RACVB annex.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Darrell Snorek". The signature is written in a cursive, flowing style.

Darrell Snorek, Board Secretary

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