

**Rockford Area Convention & Visitors Bureau  
September 28, 2022  
Board of Directors Meeting Minutes  
RACVB Annex**

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**Board Present:** Chad Anderson, John Groh, Carol Schuster, Shelton Kay, Therese Thill, Richard Shuga, Geno lafrate, Kirk Weitzel, Jennifer Furst, Ricardo Montoya-Picazo, Todd Cagnoni, Dana Martin, Tiana McCall,

**Board Absent:** Nathan Bruck, Sonya Hoppes, Jay Sandine, Patricia Diduch, Mick Gronewold, Caitlin Pusatari, Bobbie Holzwarth, Kevin Frost, Darrell Snorek, Patrick Thompson,

**Staff Present:** Joanne Nold, Kristen Paul, Lindsay Arellano

**Guest Present:** Jake Thompson of Benning Group

**Call to Order:** The meeting was called to order at 7:34 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 July 27, 2022 meeting minutes. Motion carried.

**FY22 Audit Presentation:**

John Groh and Chad Anderson introduced Jake Thompson of the Benning Group to present the FY22 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 with unanimous approval.

**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:

- 2.0 Executive Constraint
- 2.6 Emergency CEO Succession
- 2.7 Compensation and Benefits

**Governance Process:**

The board was informed that a self-assessment would be sent in the coming weeks to determine levels of knowledge of our board policies, procedures and requirements.

Board orientation for all new members to take place in October. Invitation to follow.

**CEO Report:**

Jacqui Corsi, VP of Marketing, is onboard and is working to rebuild the marketing team.

Stroll on State funding was discussed. Although funding is budgeted at a higher level than 2021, more funding is needed to make year 10 the most memorable yet, due in significant portion to rising costs.

Santa's Workshop is open to volunteers on Tuesdays and Saturdays. There is a special volunteer session for all board members along with Illinois Bank & Trust on November 8 from 9am-12pm.

Updates to the newly acquired warehouse at 310 S. Winnebago are underway. The roof is complete and masonry repairs have started. Door locks are changed, and a security system was installed. In addition to this, the inside has been cleaned and reorganized.

Sales updates were shared, including site tours with IHSA Badminton and a Chinese basketball team. Tough Mudder 2022 was a success with over 1,000 participants. A new host site for Tough Mudder 2023 is still needed. Basset Hound group has currently taken over Sports Core 2 with dogs from across the country.

Marketing updates include updates on the Peaches Fan Trail campaign. DCI, our PR company used to pitch stories nationwide is in town for site tours.

It was announced that the Rise Grant was awarded for \$150,000 for additional support of the master plan. An advisory committee is forming. Board members are encouraged to be a part of the advisory committee.

**Partner Updates:**

Todd Cagnoni shared that the City of Rockford has an approved plan to deploy the American Rescue Plan funds. Funding includes a continued commitment to the Coronado and BMO along with Habitat for Humanity's Critical Home Repair fund. The city is also committed to keep property tax flat.

Davis Park Planning continues and has moved into Phase 1 with 3.1 million accepted from state funds and an additional 2.5 million committed by the City of Rockford.

Carol Schuster shared that the Covid Saliva testing has moved off of the UIC College of Medicine campus. Also shared was the school's 50<sup>th</sup> anniversary celebration.

Geno lafrate shared updates on their sponsorship commitments as well as details of the groundbreaking ceremony.

Theresa Thill shared that RAEDC will host an Icehogs game on December 9 along with having an expo and booth.

The board adjourned at 8:18 a.m.

**The next meeting is Wednesday, Next Board Meeting: October 26, 2022, in the RACVB annex.**

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Darrell Snorek". The signature is fluid and cursive, with a large initial "D" and a long, sweeping underline.

Darrell Snorek, Board Secretary

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