

**Rockford Area Convention & Visitors Bureau
October 26, 2022
Board of Directors Meeting Minutes
Santa's Workshop**

Board Present: Chad Anderson, John Groh, Carol Schuster, Shelton Kay, Richard Shuga, Geno Iafrate, Kirk Weitzel, Ricardo Montoya-Picazo, Todd Cagnoni, Dana Martin, Tiana McCall, Patricia Diduch, Bobbie Holzwarth, Kevin Frost, Darrell Snorek, Patrick Thompson,

Board Absent: Nathan Bruck, Sonya Hoppes, Jay Sandine, Mick Gronewold, Caitlin Pusatari, Therese Thill, Jennifer Furst

Staff Present: Joanne Nold, Kristen Paul, Jacqui Corsi

Call to Order: The meeting was called to order at 7:34 a.m. by board chair Carol Schuster

Approval of Meeting Minutes:

It was moved and seconded to approve the September 28, 2022 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:

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

Report 1.1 Create Economic Wealth was deferred to December

Governance Process:

The board was informed that they will be engaged by DMO Proz for the board assessment process. The process will include a survey to all members, individual interviews and an analysis/recommendations that will be discussed at a future meeting.

Appointment of a board development committee was deferred until December.

The Crisis Communication/Business Continuity Plan was distributed with the board packet for emergency planning purposes. Board members are asked to review the plan and be aware of their potential role in the event of an emergency situation.

CEO Report:

Destination Master Planning Steering committee is in place and meeting on November 14. Special thanks to the board for the high rate of response.

Board orientation for new members will take place tomorrow, October 27. It will include an overview of board functions and policy from Bill Charney.

Stroll on State security plan was discussed. Overall plan is formatted and operated by the City of Rockford Police with additional private and volunteer security in place.

A grant request was submitted to the State for \$235,000 for the expansion of CRE8IV: Transformational Arts. Marketing Partnership grant is still pending.

Tiana McCall was congratulated on being elected to the RPS School Board.

Partner Updates:

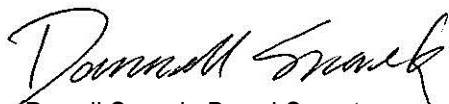
Pat Thompson reported that there is no levy increase or increase for River Bluff. The Stroll on State grant request is before the full board at tonight's meeting.

Todd Cagnoni reported that the removal of the Lorden building is in progress. The FY23 budget was approved and also includes a flat levy and no increase.

The board adjourned at 8:15 a.m. Tours of Santa's workshop followed adjournment.

The next meeting is Wednesday, Next Board Meeting: December 14, 2022, in the RACVB annex.

Respectfully Submitted,



Darrell Snorek, Board Secretary

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