

**Rockford Area Convention & Visitors Bureau
December 14, 2022
Board of Directors Meeting Minutes
RACVB Annex**

Board Present: Chad Anderson, Todd Cagnoni, Patricia Diduch, Kevin Frost, Jennifer Furst, John Groh, Tiana McCall, Carol Schuster, Darrell Snorek, Mick Gronewold, Shelton Kay, Dana Martin, Ricardo Montoya-Picazo, Darrell Snorek, Geno lafrate, Caitlin Pusatari. Richard Shuga, Threse Thile, Kirk Weitzel

Board Absent: Nathan Bruck, Patrick Thompson, Jay Sandine, Bobbie Holzwarth, Sonya Hoppes

Staff Present: Kristen Paul, Jacqui Corsi, Joanne Nold

Call to Order: The meeting was called to order at 7:30 a.m. by Carol Schuster

Board Chair Carol Schuster began the meeting with a festival holiday greeting and recognition of the staff, noting their recent efforts including successfully producing Stroll on State.

Approval of Meeting Minutes:

It was moved and seconded to approve the October 26, 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:

- 2.5 Asset Protection
- 1.1 Create Economic Wealth (deferred from October)

Governance Process:

John Groh reported that the annual Form 990 had been approved by the Board Governance Committee and will be filed. Copies of report were made available to board members wishing to view and the report is onfile in the office if requested.

The 2023 Board Development Committee was appointed by Chair Schuster and includes Carol Schuster, Geno lafrate, Darrell Snorek, Ricardo Montoya-Picazo, Shelton Kay. The recommended appointment was moved, seconded and approved. Schuster encouraged the board to forward names for consideration to the committee and in doing so reminded the board of its intention to ensure the board reflects the community we serve. Seats will be voted upon on April.

CEO Report:

John and Kristen Paul shared a Stroll on State recap report, noting this year RACVB contracted an event analytics firm that uses mobile phone data to estimate attendance figures. Overall attendance was 70,000 this year; which represents a 12.5% increase over 2021. Bar, S'mores and Hot Chocolate sales were up with about \$51,000 in day of revenue. The parade was live on WREX for the first time. Dasher Dash had 836 registrations with 815 runners completing the course.

John invited the board to the synchronized skating opening ceremonies which will be on January 25 at 2p.m.

An RFP went out late last week for the development of Davis Park. John will sit on the selection committee.

LCTB Grant was received. The Marketing partnership grant was submitted. A grant to support CRE8IV is currently in review with the state.

The board should be looking for a survey to come out in mid-January. Following the survey, individual appointments will be made with all board members and Bill Giest to answer questions and follow up from the survey. A report will be presented in March by Bill with the full results.

Restaurant week is returning late January 2023.

Todd Cagnoni shared that the removal of the Lorden Building is wrapping up and the boat docks will start construction yet this year. The City of Rockford is looking to ensure that the improvements along the river path are consistent and complimentary throughout.

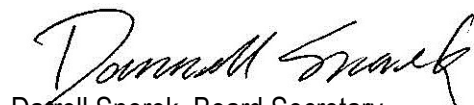
Forward for Fun grant program will continue in 2023 with full funding provided by the City of Rockford.

Patricia Diduch shared that there is a new website for the Village of Rockton going live soon. It will be easier to use and more interactive. There are many new businesses in the downtown that will also be able to promote their events on the site.

At 8:37 a.m. Chair Carol Schuster adjourned the meeting.

The next meeting is Wednesday, January 25, 2023

Respectfully Submitted,

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

Darrell Snorek, Board Secretary

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