

Rockford Area Convention & Visitors Bureau
April 26, 2023
Board of Directors Meeting Minutes

Board Present: Carol Schuster, Tiana McCall, Chad Anderson, Todd Cagnoni, Kevin Frost, Jennifer Furst, John Groh, Sonya Hoppes, Geno Iafrate, Shelton Kay, Therese Thill, Patrick Thompson,

Board Absent: Darrell Snorek, Nathan Bruck, Patricia Diduch, Mick Gronewold, Bobbie Holzwarth, Dana Martin, Ricardo Montoya-Picazo, Caitlin Pusateri, Jay Sandine, Richard Shuga, Kirk Weitzel

Staff Present: Kristen Paul, Joanne Nold, Jacqui Corsi, Lindsay Arellano, Brandi Liantonio

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

- Board Chair Schuster welcomed guests attending the meeting as participants in Northern Illinois Center for Nonprofit Excellence's Equity in Board Representation course Participants. She also welcomed Bill Geist from DMOproz.

Governance Process:

Board Self-Assessment Report/Discussion:

Bill Geist shared the results of the Board Self-Assessment, which included an online survey and one-on-one conversations between board members and Bill. During his comments, Bill noted that the organization is to be commended for building a strong governing Board, for being increasingly inclusionary as the organization broadens its impact on the region and for desiring to continually improve as evidenced by the self-assessment process.

Opportunities for improvement included enhanced/expanded onboarding/orientation for new members, structuring board meeting agendas to allow for more generative discussions on topics of importance, scheduling board meetings off-site at partner venues to enhance linkages with stakeholders and finding additional ways to utilize board members as ambassadors for the organization in the community.

Approval of Meeting Minutes:

It was moved and seconded to approve the March 29, 2023 meeting minutes. Motion carried.

CEO Monitoring Reports:

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

- 1.2 Enhance Tourism Product
- 2.1 Treatment of Customers & Partners
- 2.3 Financial Planning/Budgeting
- 2.4 Financial Condition & Activities

Board Development Committee Report/Approval Election of Officers, Board Members:

It was moved by the Board Development Committee to elect, in one slate the following:

OFFICERS: The following individuals are recommended to serve as an officer, each serving a one-year term, beginning at the conclusion of the June 2023 meeting and concluding June 2024.

- Chair: Carol Schuster
- Vice Chair: Tiana McCall
- Treasurer: Mick Gronewold
- Secretary: Darrell Snorek

RETURNING: The following individual is recommended to serve an additional (2nd) three-year term, beginning at the June 2023 meeting and concluding June 2026.

- Tiana McCall, Senior Regional Economic Development Manager, Illinois Department of Commerce and Economic Opportunity

The motion carried unanimously.

CEO Report:

Destination Master Plan Update: A project kickoff call was held and parties are working to finalize contract details and setting up online workspaces. Staff is currently thinking through initial stakeholder interviews and how the community engagement process will unfold. Staff plans to update the board during each regular board meeting and in between as material developments arise. The work will need to be wrapped by June 30, 2024.

CRE8IV 2023: John Groh said that CRE8IV 2023 is moving forward. RACVB received a grant from the state of \$230,000 with an end date of December 31, 2024 to spend the grant. This allows RACVB to do an impactful CRE8IV festival in June 2024. The grant does not fund the murals, but funds the festival and related components. The process is underway to get murals commissioned and installed for 2023.

At 8:50 a.m. Chair Carol Schuster adjourned the meeting.

The next meeting is Wednesday, June 28, 2023

Respectfully submitted,



Darrell Snorek, Board Secretary

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