



Rockford Area Convention & Visitors Bureau

Rockford Area Convention & Visitors Bureau
June 28, 2023
Board of Directors Meeting Minutes
Hilton Embassy Suites – Nelson Room

Board Present: Tiana McCall, Todd Cagnoni, Patricia Diduch, Kevin Frost, Jennifer Furst, John Groh, Geno Iafate, Shelton Kay, Dana Martin, Ricardo Montoya-Picazo, Therese Thill, Patrick Thompson, Kirk Weitzel

Board Absent: Nathan Bruck, Darrell Snorek, Chad Anderson, Carol Schuster, Bobbie Holzwarth, Sonya Hoppes, Caitlin Pusateri, Jay Sandine, Richard Shuga

Staff Present: Joanne Nold, Lindsay Arellano, Kristen Paul, Brandi Liantonio, Elizabeth Falls, Chenaire Barmore, Bronwyn Geddes

Call to Order: The meeting was called to order at 7:38 a.m. by Tiana McCall.

Vinny Buchi, general manager of Embassy Suites, greeted the board and thanked them for holding the board meeting at the hotel. Vinny offered to provide tours of the hotel after the meeting.

Approval of Meeting Minutes:

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

- 2.8 Communication & Support to Board
- 2.9 Programs/Events/Services/Logistics

Audit/Budget Committee

- Recommendation of Approval of FY24 Budget. The board audit/budget committee recommended approval of the FY24 budget as presented. An overview of changes year over year, projected ending point for FY23 and other details were shared. After discussion, the FY24 budget as presented was approved unanimously.
- Recommendation of Approval of proposed Board-Designated Reserve Policy. The audit/budget committee recommended approval of an Board-Designated Reserve Policy as presented. After discussion the policy was approved unanimously.

Governance Process:

Updated board list was distributed with a request for any needed corrections to be sent to staff.

CEO Report:

CRE8IV is starting to wrap-up for 2023, with the goal of ending by June 30. Kristen Paul shared a presentation with completed murals to date. This year, 9 murals will be completed and 3 new sculptures have been installed. We received applications from 192 artists to be in the program and funding from 17 sponsors. Liz Falls shared information about the pending launch of a new Rockford Public Art Trail. It will include a digital passport to encourage visits to all the public art in Winnebago County, both CRE8IV art and general public art displays. The board was given the opportunity to vote for the next trail that will be planned.

Destination Master Plan consultants were in the area on June 13 & 14 and had two full days of tours with community partners across the two counties. The first phase of work includes collecting data and research on our region and the process includes one-on-one stakeholder interviews being done by Deb Archer. We will be holding industry/sector specific focus groups to ensure industry partners are engaged in the process, conducting a resident survey to gauge resident feedback and input on the value of tourism and perceptions of our destination, a brand perception survey of our market from target geographies around the region and the final research component will be a DestinationNext online survey that the board, community partners, elected officials and stakeholders will be asked to complete.

Partner Community Updates:

Winnebago County is still in the development stages for its family court center in the old public safety building adding five additional courtrooms. They recently had an open house for their new Emergency Operations Center.

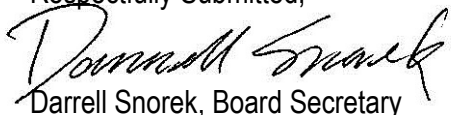
Rockton River market is on Wednesdays from 5 - 8 p.m.

Adjournment:

The board adjourned at 8:19 a.m. Following adjournment, board members were invited to take a tour of the Hilton Embassy Suites.

The next meeting is Wednesday, Next Board Meeting: July 26, 2023 in the RACVB annex.

Respectfully Submitted,


Darrell Snorek, Board Secretary

bl