

Bloomington Normal Area Convention and Visitors Bureau

Board Agenda

March 5th, 2019

CIRA Conference Room

8:30 AM

Call to Order

Ronn Morehead called the meeting into session at 8:33 a.m. on March 5th 2019.

Board Members Present: Ronn Morehead, Beth Whisman, Migidi Tembo, Crystal Howard, Michelle McConnell, Scott Black, Carlo Robustelli, Kathleen Lorenz and Bethany Kadivar

Public Comment

No public comment

Consent Agenda

Ronn Morehead asked for a motion to approve the consent agenda. Carlo Robustelli made the motion to approve the consent agenda and Michelle McConnell seconded. All in favor. Motion passed.

Regular Agenda

Election of officers Committee

Scott Black spoke on behalf of the committee which included Mayor Renner, Kathleen Lorenz and Kevin McCarthy. He indicated that the committee wants to create a board that has leadership but leadership in training to create a flow and consistency. Per CVB bylaws board members who are elected officials with Bloomington or Normal cannot serve as officers. The committee would like to nominate Carlo Robustelli as Board Chairman and Beth Whisman as Secretary. Ronn Morehead asked for a motion to approve, Scott Black made the motion. Michelle McConnell seconded. All in favor. Motioned passed.

Scott Black thanked Ronn for his contributions to the board and to the community and on his many years of service.

Strategic Planning Committee

Crystal Howard reported on this committee which met on February 12th. She stated the committee would like to present at the May meeting four goals. The committee will review facilitators, define goals for the facilitator, define process and timeline and outcomes from the facilitated process. Crystal asked the board for facilitator contacts. Michelle McConnell mentioned that the Illinois Hotel and Lodging Association just used someone and will send their contact info. Scott Black mentioned that Bill Geist did a good job with our last plan. Discussion held on Bill Geist.

Relocation Committee

Crystal Howard reported that the committee has met twice. The committee was charged with analyzing the needs of the CVB, researching available space and costs. The CVB currently pays \$2000 a month for CIRA. The committee met with realtor Jim Fruin and came up with 3 properties that were available

within the price range. Crystal passed out packets with the real estate information. Discussion held on the lease with CIRA and Crystal noted that we would have to give a 6 month notice to CIRA. Kathleen Lorenz mentioned that all the locations were not pedestrian friendly. Michelle McConnell reviewed some pros and cons on each property including parking, safety, location, and visibility.

Carlo Robustelli suggested that the members from the two municipalities need to come together and review what would be the best move for the CVB in another meeting. They may have assets not on the MLS. Scott Black stated it would be nice to have a location in both downtown and uptown to compare prices. Discussion held on Uptown and Downtown locations.

Crystal Howard stated she would put together the assessment, the two locations and send it to the elected officials on the board for this meeting. Ronn Morehead suggested we take a look at Uptown Normal for another visitor center. Beth Whisman mentioned that we should consider the public relations of referring to a second visitors center vs. the existing Route 66 visitors center in Downtown Bloomington. Carlo thanked the committee for their work.

Chairman Discussion

The Cruisin with Lincoln on 66 Visitor Center was discussed due to the agreement terminating on April 1, 2019. Crystal Howard spoke with Tim Gleason regarding the agreement but doesn't have an update on whether they want the funds to come through the bureau. Scott Black talked to Tim and he is still trying to get feedback from other council members. Discussion held on the Visitor Center. Carlo Robustelli indicated that Crystal Howard should have the authority to sign an agreement up to the \$50,000 with the Visitor Center once the City of Bloomington has determined what their direction will be. Carlo asked the board if anyone would have an issue with this. Crystal Howard was granted permission to proceed.

Carlo Robustelli asked if anyone had anything to add before the board adjourns. Kathleen Lorenz mentioned the CVB board needs to review reserves and funding again. Discussion held on the next steps and that the Strategic Plan would assist with the process. Scott Black stated that the municipalities agree on the importance of the CVB.

Ronn Morehead asked about his position on the executive committee. Crystal Howard and Scott Black reviewed the Bylaws and the transition. Kathleen Lorenz stated Ronn should stay in his role as past chair as he could bring the knowledge that he has accrued over the years to the board. Scott went over articles 9.4 and 5.1 in the bylaws. Kathleen mentioned that at this time it is not important to appoint him as an Associate Director since he is currently serving as Past Chair. She indicated that the board should put the vote to make Ronn the Associate Director in the January 2020 meeting.

Adjournment

Michelle McConnell made a motion to adjourn, Kathleen Lorenz seconded. All in favor. Motioned passed. Meeting adjourned at 9:38 a.m.