

**Bloomington-Normal Area Convention and Visitors Bureau  
Board Minutes  
January 8, 2019**

**Call to Order:**

Ronn Morehead called the meeting to order at 8:35 a.m. on Tuesday, January 8, 2019.

**Board Members:**

**Present:** Ronn Morehead, Charlie Moore, Steve Newman (via conference call), Kathleen Lorenz, Scott Black, Mayor Renner, Michelle McConnell, Carlo Robustelli, Auditor Steve Arendt, Accountant Mindy Murphy and Crystal Howard

**Public Comment:**

No public comment noted.

**Consent Agenda:**

Charlie Moore motioned to approve the Consent Agenda. Mayor Renner seconded. All in favor. Motion passed.

**Regular Agenda:**

**FY 2017-2018 Audit**

Steve Arendt from Striegel, Knobloch & Co. reviewed the 2017-2018 audit. Steve reviewed page 1 and 2 of the audit noting the management and auditor's responsibilities as well as the auditor's opinion. He stated that both accounts receivable and accounts payable increased due to the timing of funds. The income statement was reviewed and Steve noted that programs had increased. The statement of cash flows showed a decrease in net cash due to timing and Steve also noted that a CD was purchased and cash was moved with that. Kathleen Lorenz asked what the reason was for purchasing the CD. Crystal Howard noted that it was purchased about a year ago due to balances and FDIC coverage. Crystal added that the CD is earning interest.

Steve Arendt noted that page 11 of the report is very consistent with last year and that advertising and sports marketing have both increased just a bit. Steve also reviewed other deliverables including the grant report, internal report, and the post-audit letter. Charlie Moore asked if there were any reclassifications, etc. and Steve noted that there were not. Steve stated the financials were presented fairly and no adjustments had to be made.

Scott Black motioned to accept the audit as it was presented. Mayor Renner seconded. All in favor. Motion passed.

**Associate Director Appointment**

Ronn Morehead noted that Steve Newman has put time in the development of the CVB Board and the Sports Commission. He recommended that Steve be appointed an Associate Director of the Board. Mayor Renner asked if Ronn could review what the position of Associate Director means again. Crystal Howard reviewed Section 3.6 Associate Directors of the Bylaws. Scott Black added that according to the Bylaws we need a Board consensus to appoint an Associate Director and that the Board can also remove Associate Directors at any time.

Charlie Moore motioned to approve Steve Newman as Associate Director for the BNACVB Board. Mayor Renner seconded. All in favor. Motion passed.

### **Chairman Discussion:**

#### **Committee Appointments**

Three different committees were discussed: a BNACVB Relocation of Offices Committee, an Election of Officers Committee and a Strategic Planning Committee.

Ronn Morehead appointed Michelle McConnell and Migidi Tembo to be on the BNACVB Relocation of Offices Committee to research space for a new BNACVB office. Ronn stated he will add a third committee member. Scott Black asked for updates and a report for the March meeting. Charlie Moore asked if we still have a 2-year contract with the Central Illinois Regional Airport and Crystal Howard noted that yes, we have a 2-year contract which ends October 31, 2019. We are contracted to give 6-months' notice before leaving.

Mayor Renner noted that there are many variables to consider and that visibility near Uptown or Downtown is important. Scott Black noted that the new Chair and Secretary/ Treasurer should have a say in where the BNACVB office is. Carlo Robustelli suggested that we look at what our needs are before we can look at location. Discussion held on needs assessment of the CVB. Scott added that Michelle and Migidi could get our needs assessment going and that by the next meeting we will have new officers appointed. Crystal Howard will also be assisting Michelle and Migidi.

Michelle McConnell asked if the other board members would like her to ask other hotel managers about community needs, storefronts, office spaces, etc. Mayor Renner noted that he doesn't expect Michelle and Migidi to look into it politically but to focus on the needs of the BNACVB and the community and to keep in mind visibility.

Carlo Robustelli noted that it will be a different model if we were going to be a welcome or visitor center. Crystal Howard mentioned that she did talk to Carl Olsen about a welcome center downstairs at the airport and he is moving forward on that. Discussion held on the welcome center at the airport.

Discussion held on the Election of Officers Committee. Scott Black mentioned that all but the four elected officials on the Board are eligible to be elected officers. Scott added that there should be a committee meeting and election of new officers by the March meeting. Scott also noted that Kevin had expressed an interest in this committee. Ronn noted that the best way would be to have the four members who can't serve as officers be on the committee and appointed Kathleen Lorenz, Mayor Renner, Kevin McCarthy, and Scott Black on the Election of Officers Committee.

Discussion held on the Strategic Planning Committee. Ronn Morehead appointed Charlie Moore, Carlo Robustelli, Beth Whisman and Steve Newman to the Strategic Planning Committee.

**Board Discussion:**

Charlie Moore congratulated Steve Newman and the Sports Commission on the upcoming Esports Tournament. Steve Newman mentioned that Matt Hawkins did a great job working on this event and that he is also working on a Pickleball event. Crystal Howard mentioned that Matt Hawkins and Jamie Mathy both did a great job working on the Esports Tournament and that we really could not have done the event without the help of locals stepping forward such as Illinois Wesleyan University and District 87 who gave over 100 computers for us to use for the tournament.

Ronn Morehead noted that this Board functions best when we are all at the table. Ronn added that it is great to have diversity on our Board and that if you're not here for meetings it is a loss for us and for the communities that you represent.

Charlie Moore mentioned that the March meeting is scheduled on the same day as the One Voice Conference and many Board members may not be able to make it on this date. Scott Black suggested pushing the meeting back a week. Charlie Moore suggested putting out a Doodle Poll to see everyone's availability. Crystal Howard noted that she will send out a Doodle Poll to see if the date needed to be changed due to attendance.

**Adjournment:**

Mayor Renner motioned to adjourn the meeting. Kathleen Lorenz seconded. All in favor. Ronn Morehead adjourned the meeting at 9:33 a.m.