

**Bloomington-Normal Area Convention and Visitors Bureau  
Board Minutes  
March 3, 2020**

**Call to Order**

Carlo Robustelli called the meeting to order at 8:37am.

Present: Migidi Tembo, Scott Black, Carlo Robustelli, Michelle McConnell, Beth Whisman, Kevin McCarthy, Crystal Howard, and Matt Hawkins  
Call in: Steve Newman and Kathleen Lorenz

**Public Comment**

None

**Consent Agenda**

Carlo Robustelli asked if there is a motion to approve the consent Agenda. Kevin McCarthy motioned. Michelle McConnell seconded. All in favor. Motion passed.

**Regular Agenda**

**Sports Commission sponsorship/SFA Sports Complex**

Carlo Robustelli reviewed the minutes from the last board meeting regarding the SFA Sports Complex. Scott Black motioned to reject item 4A. Michelle McConnell seconded. The proposal moved into discussion. Kevin McCarthy said that this current proposal is not meeting the needs and there are dual processes going on in the community with the soccer fields and it is clear that the scope is not right at this time. Kathleen Lorenz was in agreement. Carlo asked if all were in favor to deny the Sports Commission sponsorship/SFA Sports Complex proposal. All in favor. Motion passed.

**2020-2022 Strategic Plan**

Carlo Robustelli thanked Beth Whisman and Charlie Moore for making the Strategic Plan what it is today. Beth reviewed the Strategic Plan with the board and discussed the main objectives of the plan on how the Convention and Visitors Bureau will move forward. She pointed out that the mission and vision statement have been changed slightly since the Strategic Planning session. Beth also discussed the ambassador program that the CVB is looking to implement and how this will increase visibility and make us more present in the community. Carlo Robustelli indicated there is a vision component, strategy component, and now gives the staff a direction and guidance. Carlo asked the Board Members if there is feedback on the Strategic Plan. Discussion held on the plan and specifically that new sports tourism is a strategic business for our community. Carlo asked if there is a motion to approve the 2020-2022 Strategic Plan. Kevin McCarthy made the motion. Beth Whisman seconded. All in favor. Motion passed.

## **Chairman Discussion**

### **E Sports recap**

Carlo Robustelli asked Crystal and Matt to put together a comprehensive report on how the Esport Tournament performed. Carlo attended the event and spoke to Craig Anderson the IHSA Executive Director and he indicated that high schools are picking this up across the state and that it is growing exponentially. Carlo said he will have Crystal send out the report to everyone and it can be discussed at the next board meeting.

Social Media Channels were discussed and Crystal is putting together a report of the interactions that we get through social media. Discussion held on the importance of social media for brand awareness, the trickle down into business for our area and the importance of a digital presence.

### **Executive Session**

Board did not move into Executive Session.

### **Board Discussion**

No further board discussion held.

### **Adjournment**

Carlo Robustelli asked for a motion to adjourn. Scott Black motioned. Seconded by Kevin McCarthy. All in favor. Meeting adjourned at 9:11 a.m.