

**Bloomington-Normal Area Convention and Visitors Bureau
Zoom Board Meeting Minutes
May 5, 2020**

Present: Carlo Robustelli, Crystal Howard, Mayor Renner, Scott Black, Charlie Moore, Kevin McCarthy, Migidi Tembo, Steve Newman, Beth Whisman, Kathleen Lorenz

Call to Order

Carlo Robustelli called the meeting to order at 8:34 a.m.

Public Comment

None

Consent Agenda

Carlo Robustelli asked for a motion to approve the Consent Agenda. Mayor Tari Renner motioned to approve. Kevin McCarthy seconded. All in favor, motion passed.

Regular Agenda

Crystal Howard shared updates on the CVB work and her meetings with the Illinois Office of Tourism. She indicated that she has been working on the LTCB grant modifications. She invited the Board to the CVB Quarterly meeting with the Hotels and Attractions which is tomorrow at 3 p.m. Mayor Tari Renner asked her to let the Board know if there is anything they can do to assist the CVB staff.

Budget Presentation

Crystal Howard and Carlo Robustelli gave an overview of the budget. The Illinois Office of Tourism requested that we modify our grant expenditures for FY20. All CVB's were told to suspend any non-essential spending. The LTCB Grant is expected to be reduced by 40%.

The budget was reviewed by each line item noting actual year to date, proposed and comparisons with last year's budget. It was noted that the Sports Commission revenues have been reduced due the Sixty-Six Games Esports Tournament being held in FY22 and the reduction in dues for members. The expenses for salaries will be reduced due to not rehiring two positions. The Events and Programs Manager position was not feasible at this time with all of the events cancelled due to COVID-19. Discussion was held on this position.

Funding for the Cruisin' with Lincoln on 66 Visitors Center will continue as in the past. The CVB has increased marketing expenses for updates to our website.

There is a 17% decrease in revenue and we will have a \$130,000 deficit. Discussion held on prioritizing the state funds first and then local funds and that the reserve funds will be utilized. Carlo asked if there were any questions.

Beth Whisman asked if the Illinois Office of Tourism would ask for a return on any funds within this fiscal year. Crystal stated that we have sent them our essential expenses utilizing grant funds and we will not be receiving more than that for the rest of FY20. Kevin McCarthy suggested that as we move forward that we continue reviewing the budget and adjusting it accordingly. Carlo stated at the very least we will check in per quarter.

Carlo asked Migidi Tembo for insight on how the hotels are doing during COVID-19. Discussion held on the hotels and that the focus is on cleaning and to expect a gradual comeback for their visitors. Migidi stated they are still seeing cancellations through the end of the year. Migidi asked that we showcase the hotels and the hospitality industry to support them as we did with the restaurant video. The CVB's next videos will be on facilities and hotels.

Steve Newman suggested that we monitor other states to see their successes. Carlo recommended working with the Chamber as we monitor what other states are doing.

Chairman Discussion **Nominating Committee**

Our bylaws indicate that we elect board officers at the first board meeting of the new fiscal year in July. The bylaws state the term is January through December. Carlo indicated the board transition should happen during the fiscal year rather than calendar year and would like to form a nominating committee for officers to review this as well as the nominations. Kevin McCarthy and Kathleen Lorenz offered to serve on the committee. Mayor Renner also offered to sit on the nominating committee.

Board Discussion

Carlo asked if there were any discussion items from the Board. Mayor Tari Renner thanked everyone for all of their work during these challenging times. Charlie Moore thanked the CVB for their work especially with the calendar for the non-profit organizations who are having to reschedule their events. Charlie also shared the Meltdown Creative CommUNITY campaign for safety and building consumer confidence. He noted that the Chamber of Commerce will be introducing a re-entry guide about the best practices based on the CDC guidelines and Illinois law.

Kathleen Lorenz asked if we have heard anything about moving forward with the Sports Complex. Steve Newman indicated that there will be an announcement soon from the Illinois Fire Juniors organization on a location for soccer fields.

Adjournment

Carlo Robustelli asked for a motion to adjourn the meeting. Motion made by Kathleen Lorenz. Seconded by Mayor Tari Renner. All those in favor. Motion adjourned at 9:35 a.m.