

**Bloomington-Normal Area Convention and Visitors Bureau**  
**Zoom Board Meeting Minutes**  
**January 5, 2021**  
**8:30 a.m.**

**Present:** Crystal Howard, Beth Whisman, Cheryl Magnuson, Justin Boyd, Scott Black, Kevin McCarthy, Charlie Moore, Kathleen Lorenz, Migidi Tembo, Mayor Renner

Guests: Kirsten Keinzler with Kerber Eck & Braeckel, Steve Arendt and Kelly Ideran with Streigel, Knobloch & Co

**Call to Order**

Beth Whisman called meeting to order at 8:32 a.m.

**Public Comment**

Marc Tiritilli is here. No public comment.

**Consent Agenda**

Beth Whisman asked for a motion to approve the Consent Agenda. Kevin McCarthy moved. Cheryl Magnuson seconded. All in favor. Consent Agenda passed.

**Regular Agenda**

**Audit FY20**

Beth introduced Kirsten Keinzler with the auditing firm of Kerber Eck & Braeckel and our accountant Kelly Ideran. Kirsten introduced herself and then reviewed the Governance Letter explaining its purpose and the different sections of the letter. Kirsten asked for any questions on the Governance letter. No questions were asked.

Kirsten reviewed the Independent Auditors' Report on the Financial Statements. In their opinion, the 2020 financial statements referred to present fairly, in all material respects, the financial position of the Bloomington-Normal Area Convention and Visitors Bureau as of June 30, 2020. She indicated the results of operation and cash flows for the year then ended in accordance with accounting principles generally accepted.

She reviewed the Statement of Financial Position and pointed out that the accounts receivables were down slightly and cash had decreased. Few expenses were incurred which drove the accounts payable down. The Statement of Activities shows that all revenues and expenses were down due to event cancellations. She reviewed the Statement of Cash Flows which was broken into operating activities, investing activities and cash and she indicated the decrease of cash.

Kirsten reviewed the Notes to Financial Statements highlighting that Note 1 summarizes the accounting policies for the organization and Note 2 discusses the major sources of revenue, primarily the state grant and the hotel tax revenue.

Kirsten reviewed the Auditors' Report on Supplementary Information. This is required by the State of Illinois based on the Grant Agreement. They review this information as part of their audit and ensure that they reconcile with on another.

Beth asked for a motion to approve the audit as presented. Kevin moved to accept auditors report. Kathleen Lorenz seconded. All in favor. Motion approved.

### **Election of Officers**

Beth indicated that she has been interim Chair but the board needs to elect new officers. She presented herself as the nominee for Secretary and Scott Black as the nominee for the new Chair position of the CVB Board.

She asked for a motion to approve these nominees or if there were any other nominees. Mayor Renner moved for approval of the presented slate of officers. Kevin seconded. All in favor. Motion approved for Scott Black to be Chair and Beth Whisman continue as Secretary of the CVB Board. Scott took over as Chair for the rest of the meeting.

### **Sports Commission New Board Member**

Crystal stated that the Sports Commission Board is recommending Jay Tetzloff be approved to join their board. Kathleen asked if they are appointing a second board member as two Sports Commission members have stepped down. Crystal indicated that she will check into it.

With new board members on the CVB Board, Scott asked Crystal to explain the Sports Commission, their purpose and relation with the CVB. Crystal reviewed the Sports Commission's role highlighting that they are a division of the CVB. They have a board, memberships, actively create events such as 66 Esports, the Youth Classic and Midwest National Wrestling, they seek sponsorships for events, and work to enhance events.

Scott asked for a motion to approve Jay Tetzloff as a new Sports Commission Board member. Kevin moved. Seconded by Kathleen. All in favor. Motion carries.

### **Chairman Discussion**

#### **Sports Complex Agreement Update**

Scott asked Crystal to give a Sports Complex update. Crystal stated that our role is to assist in marketing of this complex and the Board has decided to assist with financing the complex in this way. It was suggested that we attain a Memorandum of Understanding. Crystal was directed to get legal advice on an accurate agreement. The Illinois Fire Juniors have not

finalized the land agreement and due to this it has delayed our agreement with them. Crystal will bring a draft to the board after the land agreement is finalized with the Illinois Fire Juniors. Discussion held on why the land hadn't been finalized.

### **Relocation of CVB Offices**

Crystal gave an update on the relocation of the CVB offices. She talked with Billy Tyus and he indicated that the offices could be renovated to be private as the relocation committee had suggested. Billy indicated that costs are being put together. Crystal will then ask the relocation subcommittee to meet about the costs. Cheryl Magnuson asked if any renovation costs would be on us. Crystal stated the CVB would pay for any renovations that were not on the proposal.

### **Board Discussion**

Beth said it's worth mentioning that she is having to stay in a hotel right now due to power outages and realized that many of our hotels are full right now.

Kevin congratulated Scott on his Chairmanship on the CVB Board. He is excited to have his experience at the head of the organization. He appreciates his leadership in the community.

Kathleen asked for an introduction of new members. Justin Boyd introduced himself and stated he has lived in Bloomington for 20+ years. He's been a part of several non-profit boards and has always admired the CVB Board and is excited to be a part of it.

Cheryl also shared a little about herself as well. She is honored for the opportunity to be on this board and excited to help bring visitors to our town.

### **Adjournment**

Scott asked for a motion to adjourn. Kevin moved for adjournment. Mayor Renner seconded. All in favor, motion passed. Meeting adjourned at 9:12 a.m.