

**Bloomington-Normal Area Convention and Visitors Bureau**  
**Zoom Board Meeting Minutes**  
**May 4, 2021**  
**8:30 a.m.**

**Present:** Crystal Howard, Mayor Renner, Justin Boyd, Beth Whisman, Cheryl Magnuson, Scott Black, Kathleen Lorenz, Kevin McCarthy, Steve Newman

**Call to Order**

Scott Black called meeting to order at 8:31 a.m.

**Public Comment**

None

**Consent Agenda**

Scott Black asked for a motion to approve the Consent Agenda. Mayor Renner moved to approve the Consent Agenda. Beth seconded. All in favor, Consent Agenda approved.

**Regular Agenda**

**Sports Commission New Board Member – RC McBride**

Crystal Howard stated that the Sports Commission Board requests that the CVB board approve RC McBride as a new member of the Sports Commission Board. RC has extensive experience in the sports world and with community involvement in the Bloomington-Normal community.

Scott asked for a motion. Kevin McCarthy moved. Seconded by Cheryl Magnuson. All in favor, RC McBride was approved to be appointed to the Sports Commission Board.

**CVB Arena Agreement**

Scott mentioned the virtual vote by the CVB Board approved the move of the CVB offices to the Arena. He indicated that he wanted to get a full vote on the agreement of terms of the lease. Crystal stated that Carl Olson with CIRA has received our six-month notice of termination of our lease.

Crystal reviewed the Lease Agreement from the City of Bloomington with the board. Crystal will have an attorney review the lease agreement as there are a few items that need updated.

Scott clarified that the motion will be to approve Crystal to work with an attorney to fine-tune the lease agreement. Beth Whisman had one question related to allowing outside guests and clients to be allowed in the arena, specifically that corridor. Lease agreement item 4(iv).

Crystal indicated that she will have the attorney review that item but she did confirm with Billy Tyus that clients and guests will be allowed to get up to our offices.

Kevin moved that the Board authorize Crystal to work with an attorney on this lease agreement to finalize it. Mayor Renner seconded. All in favor, motion passed.

Crystal mentioned that the Bloomington City council will be approving this at their next meeting if we can get it finalized by both our attorney and the City's attorney.

### **Budget**

Crystal reviewed by line item the 2021-2022 budget draft. She said the CVB Board approves the official budget in July, when our typical fiscal year starts. She indicated that revenues from the City and Town stayed the same but pointed out that we expect our LTCB Grant from the State of Illinois Office of Tourism to be less due to decreases in the state hotel tax. Crystal also noted that the Visitor Guide revenues for ads are in this budget. She indicated that \$203,000 out of the reserve funds were put in revenues for the relocation expenses.

Regarding expenses, Crystal stated that we did not hire the Events Manager position as we budgeted for last year due to event cancellations so it was put back in the budget. Crystal also added a Board Retreat.

In our Strategic Plan we have included doing pop-up booths at events. She added in this expense so that we can travel and be present at more events. Crystal indicated that we are back on track with the tradeshow. Sports Complex Marketing has also been added. We don't have a current update with Illinois Fire Juniors, but we have budgeted for it. Jehovah's Witness and IHSA, our largest events, are coming back so we are budgeted for those events.

Scott noted that Crystal and he spoke about the Events Manager position and he thinks it is essential and critical right now. As events start happening, that person can start to get to know the planners and important people in the communities.

Scott indicated if there were no questions that it would be helpful to approve the budget as it is. Scott asked for a motion to approve the budget. Mayor Renner moved. Kathleen Lorenz seconded. All in favor, budget approved as presented.

### **Chairman Discussion**

#### **CVB Board Member Resolution**

Scott stated that Charlie Moore will no longer serve on the CVB Board. Charlie was appointed in 2015 and has been an important part of this organization. Mayor Renner indicated that the Bylaws indicate we need at least one elected official on the board. Crystal had a discussion with Charlie and will have a plaque made in honor of his service.

### **Senate Bill 2324 Tourism Marketing and Recovery District Law**

Crystal wanted the board to be aware of SB2324 and to get support for the efforts. Beth Whisman indicated CVB's definitely need this support. Crystal noted, SB2324 doesn't effect our CVB but it does effect non-home rule communities. Discussion held on the SB2324.

### **Board Discussion**

Scott indicated that Crystal will be reaching out to the new council members and Mayor Mwilambwe to inform them of the work of the CVB.

Cheryl asked when the CVB will go public with the move to the Arena. She also asked how the Bites and Brews campaign was going. Crystal stated that she will not do anything until the lease is approved and signed. Scott suggested doing a grand opening and showing off the space rather than a typical press release. Discussion held on a grand opening.

Crystal stated that Bites and Brews has been successful so far as we have over 40 restaurants signed up. Crystal complimented Matt and Kelli as they have been in charge of this campaign. Having a partnership with the McLean County Chamber of Commerce and the Pantagraph helped with recruiting restaurants.

### **Adjournment**

Scott asked for a motion to adjourn. Moved by Kevin. Seconded by Kathleen. All in favor, motioned adjourned at 9:06 a.m.