

**Bloomington-Normal Area Convention and Visitors Bureau**  
**Zoom Board Meeting Minutes**  
**September 7, 2021**  
**8:30 a.m.**

**Present:** Crystal Howard, Scott Black, Cheryl Magnuson, Justin Boyd, Migidi Tembo, Kathleen Lorenz, Jamie Mathy, Tari Renner, Kevin McCarthy

**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. Moved by Cheryl Magnuson. Seconded by Justin Boyd. All in favor, Consent Agenda approved.

**Regular Agenda**

**Bloomington Gold Corvette Show sponsorship**

Crystal Howard gave an overview of Bloomington Gold's history. Crystal worked with Leanna Bordner with ISU to get this group back in Bloomington-Normal. Crystal presented the economic impact of hosting the group which was over \$1 million and requested that the CVB sponsor the rental fees at ISU for Bloomington Gold. The rental fees are \$13,434. Discussion held on the event and the advantages of hosting it. Tari Renner motioned to approve the sponsorship. Justin seconded. All in favor, motion passed. Sponsorship of the rental fees at Illinois State University was approved.

Crystal mentioned that it did take a lot of people to pull this together. She noted that Beth Whisman and Pam Reece were of great help in coordinating a celebration for the Corvette Show in Uptown Normal.

**Chairman Discussion**

**Office Relocation Update**

Crystal indicated the floor plans of our new office were brought to the board attraction visit and social on August 26<sup>th</sup>. She stated everything is currently on schedule and hopefully our next meeting will be held in our new board room. Crystal thanked Cheryl for her input and contacts. She is meeting with the designer today to make a few changes to the reception area. Crystal noted that she also addressed the AV for the board room with Tarter. The price has been reduced as we have taken suggestions from board members about cheaper options. Crystal is

currently looking for a new conference room table. Everything else that Tarter is working on is underway – carpet, painting, lighting, etc. Crystal credited Ryan Tarter for being very helpful and responsive and she is happy we chose to go with them. Discussion held on the new offices. Crystal has the layout digitally and will send out to the board.

### **Board Discussion**

Cheryl asked if Crystal would review the Partners in Promotion program. Crystal reviewed that the funds for this program are a part of the CVB's budgeted marketing funds. We offer these funds to local organizations hosting events to offset costs and to be a partner in promoting the event. They must meet CVB criteria in order to apply for the funds.

Kathleen Lorenz asked if there was anything new about the soccer complex. Crystal indicated that the Illinois Fire Juniors are almost ready to announce their new location. This new location will be mainly soccer fields and not the sports complex that we originally expected. Discussion held on the fields. Kathleen asked if, as a board, would we continue to support/fund this project. Crystal stated when it is further developed she would bring any funding requests to the board but we definitely support this project as it will bring tournaments to the area.

Scott mentioned he enjoyed the Board Attraction visit/ Social and is looking forward to the next one. Crystal will be in touch with the committee for input on where that will be.

### **Adjournment**

Scott asked for a motion to adjourn. Tari Renner motioned. Seconded by Kevin McCarthy. All in favor, motioned adjourned at 8:52 a.m.