



City of Loves Park, City of Rockford, City of South Beloit, County of Winnebago,
Village of Cherry Valley, Village of Machesney Park, Village of Rockton, Village of Roscoe;
Rockford Area Convention & Visitors Bureau, Rockford Park District

Meeting Minutes

Tuesday, May 5, 2015

Nicholas Conservatory | 1354 N. 2nd St. | Rockford, IL 61107

Call to Order

The regular meeting of the Winnebago County Tourism Facility Board was called to order by WCRTFB Chairman Ian Linnabary at 1:34 p.m.

Roll Call

Present: Mayor Jerry Bolin, Mayor David Krienke, Mayor Darryl Lindberg, Rockford Park District (RPD) Commissioner Ian Linnabary, Mayor Ted Rehl, City Administrator Jim Ryan (Mayor Morrissey proxy), Rockford Area Convention & Visitors Bureau (RACVB) President Darrell Snorek.

Absent: Mayor Dale Adams, Chairman Scott Christiansen, Mayor Jim Claeysen.

Welcome

Mr. Linnabary greeted members and guests, and introduced the new City of South Beloit Mayor Tehl Rehl.

Public Comment

There were no guests who wished to address the Board.

Consent Agenda

Motion by Mr. Lindberg, seconded by Mr. Bolin, that the Board **approve** the following items on the Consent Agenda:

A. Approval of February 3, 2015 Meeting Minutes

Approved 5-0-3 (91.2%) by voice vote.

Reclaiming First Project Updates

Mr. Jim Ryan shared the Sportscore Downtown Construction Tip-Off celebration was a great success and very well attended. He thanked RACVB and RPD for their partnership in producing the event.

Mr. Matt Vitner reported that Sportcore Downtown is now 11% construction completion.

Executive Director Tim Dimke provided an update on the Sportscore Two/Indoor Sports Center project. Fields will be completed by winter to ensure their readiness for spring. The Aviators stadium has been withdrawn from auction, so there is little movement on that potential acquisition. The letting of bids for the Indoor Sports Center expansion is on hold due to Illinois Department of Natural Resources grant suspensions.

Financial Update: Hotel Tax Receipts and Projections

RPD Chief Financial Officer reported hotel tax receipts through April totaled \$248,517. Estimated 2015 receipts are projected at \$840,000 with 5%/\$684,000 going into the reserve account, and \$120,000 due to City of Rockford for the Sportscore Downtown renovations.

Tournament Marketing Update

While the RPD will program and operate the facilities, RACVB is leading sports destination marketing to attract visitors and tournaments from outside the region. Vice-Director John Groh gave a marketing and sales presentation highlighting competitive advantages, sales and marketing tactics, strategic partnerships, and impending commitments. The RACVB and RPD are also working with the area hospitality industry to implement a regional customer service initiative to include a readiness plan. An in-depth hotel demand analysis is needed to strategically close the lodging gap that will result from the Reclaiming First tourism growth, as well as to ensure that new developments meet the needs of the target market.

Mr. Ryan suggested avenues of national reach and the Chicago area.

Board Discussion

No additional comments were made.

Executive Director's Report

Mr. Dimke gave a summary of the tourism impact of the RPD's major recreation facilities. He then introduced RPD Marketing Manager Denise Delanty who presented a new Sportscore website to support the sales, marketing, and customer service initiatives.

Motion by Mr. Lindberg, seconded by Mr. Bolin, that the Board **adjourn** at 2:31 p.m.

Approved 5-0-3 (91.2%) by voice vote.

BOARD APPROVED: 9/1/2015

/jh