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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

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**Meeting Minutes**  
**Tuesday, August 2, 2016**  
UW Health Sports Factory | 305 S. Madison St. | Rockford, IL 61101

**Call to Order**

The regular meeting of the Winnebago County Tourism Facility Board was called to order by WCRTFB Executive Director Tim Dimke at 1:33 p.m.

**Roll Call**

Present: Mayor Dale Adams, Mayor Jerry Bolin, Chairman Scott Christiansen, John Groh (Rockford Area Convention & Visitors Bureau (RACVB) President Bobbie Holzworth proxy,) Mayor David Krienke, Mayor Darryl Lindberg, Mayor Ted Rehl, Mr. Matt Vitner (Mayor Morrissey proxy).

Absent: Mayor Jim Claeysen, Rockford Area Convention & Visitors Bureau (RACVB) President Bobbie Holzworth, Rockford Park District (RPD) Commissioner Ian Linnabary.

**Welcome**

Mr. Dimke greeted members and guests.

**Motion** by Mr. Lindberg, seconded by Mr. Bolin, that the Board **authorize** Mr. Dimke to facilitate the meeting in the planned absence of the chair and vice-chair.

**Approved** 7-0-1 (96.5%) by voice vote.

**Public Comment**

There were no guests who wished to address the Board.

**Consent Agenda**

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

A. Approval of May 17, 2016 Meeting Minutes

**Approved** 7-0-1 (96.5%) by voice vote.

**Reclaiming First Project Updates**

Mr. Vitner reported that a site visit is scheduled to close out the project grant which will allow the transfer of ownership to the Rockford Park District. The carpenters building will also be transferred to serve as storage and potential retail space. Discussion continue with the Illinois Department of Natural Resources regarding the Fordem dam, but may require the formation of a consortium to manage ownership. Downtown enhancements continue to

be implemented and developed to improve visitor experience. Request for proposals for use of the watch factory will require updated attendance statistics.

Mr. Christiansen suggested that extending Madison Street to Morgan Street would be beneficial to area development and travel. He also asked that once facility webpages are ready, that the member agencies provide links on their websites. He suggested RACVB lead a collaboration to move forward a hotel feasibility study and development.

Mr. Adams stated that Rockton has reached out to developers for 40-50 rooms, but operators require a feasibility study at the cost of about \$12,000.

Mr. Bolin suggested that the Antique Roadshow would be a big tourist attraction.

Operation Director Danielle Potter gave updates on the UWHealth Sports Factory attendance. She indicated that parking has been sufficient to meet the needs of tournaments to date. Free events, subsidized camps, alternative revenue programming, and local use agreements are growing for Monday through Thursday occupancy. Large overnight tournaments have been difficult to secure due to a shortage of appropriate hotel rooms. Concessions have been open during tournaments, but the restaurant is not yet operating due to a delay in liquor licensing.

Mr. Dimke reported that the Mercyhealth Sportscore Two mega center is on course to open May 2017. He thanked RACVB staff and WCRTFB member agencies for advocating to establish quality facilities and hospitality conveniences for residents and visitors.

### **Financial Update: Hotel Tax Receipts and Projections**

RPD Chief Financial Officer Penny Christians reported hotel tax receipts for 2016 totaled \$110,851. Five percent/\$45,116 was directed to the reserve account, and \$120,000 was paid to City of Rockford for the UW Health Sports Factory renovation. Collections are slightly under projections.

Mr. Christiansen requested that the financial report include projected revenues to include a yearend projection. He also suggested that the board consider investing in the Ski Broncs once funding reaches the threshold necessary to allocate funds to other tourism facilities.

Mr. Dimke requested that Directors share the project updates with their councils/boards. He also invited feedback on a 2017 proposed board calendar for two regular meetings, with special meetings as needed. There were no objections.

### **Tournament Marketing Update**

Mr. Nick Povalitis reported that RACVB is scheduled to visit the Bears training camp to initiate a future camp and event partnership. He shared major events in negotiation, and recent deals closed. The RACVB is also working closely to coordinate fulfillment of major tourism events requirements. Trade shows, magazine print, and online virtual tours are being utilized and/or developed to expand recruitment reach.

### **Board Discussion**

None.

**Executive Director's Report**

Mr. Dimke offered to make presentations to member entities boards/council if they are interested in a Reclaiming First update.

**Motion** by Mr. Bolin, seconded by Mr. Krienke that the Board **adjourn** at 2:22 p.m.  
**Approved** 7-0-1 (96.5%) by voice vote.

BOARD APPROVED: 11/1/2016

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