

Rockford, Illinois

Date: January 20, 2026

**COMMITTEE REPORT**

**TO THE CITY COUNCIL OF THE CITY OF ROCKFORD:**

Council Members:

The Committee on Planning and Development, to whom was referred the matter of the approval of the Proposed Supplemental Marketing Services Agreement between the Rockford Area Convention and Visitors Bureau (GoRockford) and City of Rockford for \$100,000 annually for two years (2026 and 2027), hereby begs leave to report **recommending approval** of the request as recommended.

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Janessa Wilkins (Chair)

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Tim Durkee (Vice Chair)

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Karen Hoffman

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Jaime Salgado

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Gina Meeks

Committee Action Taken: January 12, 2026

Wilkins: Ayes:\_\_\_ Nays:\_\_\_ Absent:\_\_\_  
Durkee: Ayes:\_\_\_ Nays:\_\_\_ Absent:\_\_\_  
Hoffman: Ayes:\_\_\_ Nays:\_\_\_ Absent:\_\_\_  
Salgado: Ayes:\_\_\_ Nays:\_\_\_ Absent:\_\_\_  
Meeks: Ayes:\_\_\_ Nays:\_\_\_ Absent:\_\_\_