



Rock Falls Convention and Visitor Bureau [Tourism] Minutes

Date: 2/21/08 Time Meeting Started: 1830 Time Meeting Ended: 1950 Place: RFCVB office

RFCVB Board Members			
Pam Erby	x	Connie Selmi	x
Sally Scanlan	x	Susan Boyd	x
Pat Stachowiak	x	Glen Kuhlemier	x
Also in Attendance			
Diane Bausman	x		

Issue	Discussion	Conclusion
Minutes 1/17/08	<ul style="list-style-type: none"> Motion to approve minutes by Kuhlemier and seconded by Boyd 	<ul style="list-style-type: none"> Motion carried
Financials January 2008	<ul style="list-style-type: none"> Motion to forward financials to auditor for review by Selmi and seconded by Boyd 	<ul style="list-style-type: none"> Motion carried
Bills	<ul style="list-style-type: none"> Smeltzer Insurance for annual renter's insurance for \$489. Motion by Kuhlemier and seconded by Scanlan to approve payment After discussion consensus of board is to continue current amount of \$18,000 for RFCVB Financial Commitment for BWCVB. Motion by Boyd and seconded Scanlan. 	<ul style="list-style-type: none"> Insurance motion carried BWCVB motion carried. Pam will fax a notice of commitment
BWCVB Report Diane Bausman	<ul style="list-style-type: none"> Reviewed written report Chocolate Trail participant fee adjusted from \$200 to \$50. Barn Tour in Whiteside County will be a focus for upcoming year. Brochure presented New visitor guide presented Several tourism focused magazines featured area tourism attractions Brochure distribution week will be April 14-18 	
Legal	<ul style="list-style-type: none"> Tabled 	
Old Business	<ul style="list-style-type: none"> Banner/Signage/Branding Committees: 25 banners sold this year [118 were sold last year]. Seeking consultant to assist with branding venture. Discussed improvement of current signage. No new signage will be purchased until branding is completed. Bike Path: City of Rock Falls is requested RFCVB to assist with matching funds to complete path and approaches. Grant must be submitted by March 1. Motion by Kuhlemier for RFCVB to work together with city to apply for bike path grant not to exceed \$10,000, seconded by Scanlan. Bookcases for RFCVB Office: Still waiting for pricing. Grant Applications: Motion by Boyd and seconded by Selmi to provide up to \$2500 for Barn Tour in Whiteside County. 	<ul style="list-style-type: none"> Committee will keep us up to date Bike Path grant motion carried. Erby will add this to draft of FY 2009 budget Erby will notify Matt Lillpop of approval

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<p>New Business</p>	<ul style="list-style-type: none"> • Highlights IL Governor’s Conference on Tourism: Consensus of board is conference provided useful information. In particular, information was obtained on placing area attractions on GPS systems to attract travelers. www.navteq.com • Applications for RFCVB Director: Erby has received 3 unsolicited applications. She notified applicants we would keep them on file until we are ready to proceed with hiring. • RFCVB FY 2008-2009 Budget: Draft will be prepared by Erby and sent out to members to review for discussion at next meeting. • Motor IOWAY Presidential Tour: Boyd presented information on this event in September. Promoters are requesting monetary support from participating communities of \$2000. Also requires area support for set up etc. Consensus of board is to refer to RFCC for review. 	<ul style="list-style-type: none"> • Please bring along any notes you have that may be of interest to the Board or members. • Names are being kept confidential as requested by those who submitted the resume’ • Selmi will review the information on Motor IOWAY Presidential tour and present to RFCC
<p>Adjournment</p>	<ul style="list-style-type: none"> • Motion to adjourn by Selmi and seconded by Erby. 	<ul style="list-style-type: none"> • Motion carried

Submitted by Patricia Stachowiak, Secretary