



City of Rock Falls Branding Committee Meeting Minutes

Date: 12/16/09 Time Meeting Started: 1:00pm Time Meeting Ended: 2:25pm

Members		Also Attended	
Richard Downey (chairperson)	P	Doug Wiersema, Rock Falls Chamber	P
Sally Scanlan	P	Kathy Brunner	P
Chris King	P		
Amy Lego, Rock Falls Library	A	Richard Downey, City Administrator	P
P-Present A-Absent			

Ordinance/Topic	Discussion	Plan of Action
1. Call to Order @ 1:00pm	<ul style="list-style-type: none"> Committee called to order at 1:00pm 	No action.
2. Approve Minutes from the Previous Meeting	<ul style="list-style-type: none"> Minutes were reviewed and approved as presented 	Minutes approved as presented.
3. Discussion on Direction Signage around the City. Finalize locations, and determine funding sources.	<ul style="list-style-type: none"> Discussion was held on signage location. Suggestion was made about getting a directional sign at directional signage #7 & #1 with vinyl reflective lettering with #1 excluding the Riverfront district, and #7 changing Convention and Visitor's Bureau to Tourism Office. Committee confirmed entrance sign locations and order of selection as called out for in the October 21st meeting, 1-Schmitt Property, 2-East Route 30, 3-West Route 30, 4-Country Club location and 5-12th Avenue 6-Prophetstown Road and 7-Lovelight Tree. 	Committee confirmed locations and recommended issue be sent to the Public Works committee for comments and funding.
4. Committee member items.	<ul style="list-style-type: none"> Discussion was had about customer service training, for businesses that cater to tourism related businesses, such as the park district, hotels, etc. For next agenda "Report from Public Works". 	Items were accepted as presented.
5. Schedule Next Meeting.	<ul style="list-style-type: none"> Next meeting will be on January 20 at 1pm at the RFCDC office. 	Next Meeting as presented.
6. Approve minutes as presented	<ul style="list-style-type: none"> Minutes were approved as presented. 	Minutes approved as presented.
6. Adjournment.	<ul style="list-style-type: none"> Meeting adjourned at 2:25pm 	Adjourned at 2:25pm.

Richard Downey, Recorder, Rock Falls Branding Committee