



City of Rock Falls Tourism Committee Meeting Minutes

Date: 11-10-2015

Time Meeting Started: 8:30am

Time Meeting Ended 9:43

Members		Also Attended	
Alderman Logan – Chairman	a	Mayor Wescott	p
Alderman Kuhlemier	p	Administrator Blackert	p
Alderman Watts	p	Clerk Arduini	p
Hotel Rep – Amy Poci Holiday Inn Express and Suites	p	Alderman Schuneman	P
Hotel Rep	a	Jeff Lattimer	P
Tourism Director - Janelle Loos	p	Kadina Hodges	P
Chamber Board Rep – Keri Olson	p		
Mike Sterba	a		
Also Attended			

Topic	Discussion	Plan of Action
1.Call to Order @ 8:30 a.m. – Alderman Watts	Meeting was called to order at 8:35am	Meeting begins at 8:35am
2.Audience requests	1. Kadina Hodges from the Rock Falls Chamber of Commerce submitted a grant request for the Hometown Holidays Bingo event. Mrs. Hodges explained that past years have proven that the event is attended by participants from out of the area. Mayor Wescott explained that the Tourism Department was not ready in time for marketing support of Hometown Holidays.	After much discussion, a motion was made by Glen Kuhlemier, and second by Amy Poci for a \$250.00 contribution to the event. The motion passed unanimously.
	3. Jeff Lattimer from Rhythm Quest presented a marketing grant (\$2000), and an event grant (\$250) to the committee for the 3 rd Annual drum competition. This event is a primer for the State Competition. The event is to be held on February 28 th , 2016. The marketing grant will be used to bring more drum corps into the event from farther areas. Diane Bausman suggested a two day event. Alderman Kuhlemier suggested the venue could be moved to Harvest Time Bible Church's arena. The event highlights Louie Bellson, and it would be a good idea to contact WLLT for promotion.	Tabled: Rhythm Quest will finish completing the applications and return them for review and approval at the next meeting.
	Alderman Schuneman requested that Tourism help bring a speaker to the Hennepin Canal / Trails Committee meeting in December. Steve Buchtel present how trails can help drive economic development, and he was a co-founder of the "Hennepin Hundred" event.	The committee approved the expenses not to exceed \$200 for transportation and lunch costs to host the speaker at the December 10 th meeting
3.Introduce representatives from hotels	Amy Poci from the Holiday Inn and Suites was introduced to the committee.	No action
4.Read and approve minutes from the October 10th, 2015 meeting.	Minutes were reviewed by the committee	Minutes approved
5.Updates: a.Director Janell Loos	Director Loos presented the "Urban Crossroads Where City Life and Nature Meet" advertising campaign to the committee.	A motion to approve the campaign was made by Alderman Kuhlemier, and second by Alderman Watts. The motion was approved unanimously.

	Director Loos presented changes to the mission statement.	Tabled: The committee will review the new mission statement and discuss at the next meeting
b.Website Update – Janell Loos	Director Loos reported that the website received 2900 visitors from November 2 nd to the 9 th . ACT for contact management is up and running.	No action
	Director Loos asked for approval for the purchase of Tourism pens, and sponsorship of a tree for the “Light up the Holidays” event. Director Loos also presented a promotional coupon to help the department track stays at the hotel associated with various events.	A motion to approve a \$500 spending limit for current promotions was approved by Alderman Kuhlemier, and second by Alderman Watts. The motion was approved unanimously.
d.Blackhawk Waterways – Dianne Bausman	Dianne Bausman presented the committee with a report of recent activities. She highlighted Trail of Terror, and group bus tours.	No action
6.New Business:	Diane Bausman mentioned that the Governor’s Conference on Tourism will be held March 21 st -23 rd in Springfield	A motion was made by Alderman Watts, and second by Alderman Kuhlemier to approve \$395.00 for the admission to the conference. The motion was approved unanimously.
7.Adjournment	With nothing else for the good of the committee a motion to adjourn at 9:43am was made by Alderman Kuhlemier, and second by Amy Poci. The motion was approved unanimously.	Meeting ends at 9:43am



Acting Chairman John Watts