



City of Rock Falls Tourism Committee Meeting Minutes

Date: 12-8-2015

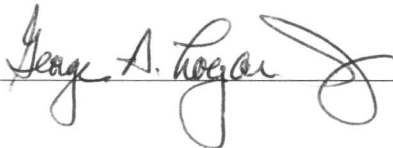
Time Meeting Started: 8:30am

Time Meeting Ended: 10:30

Members		Also Attended	
Alderman Logan – Chairman	p	Mayor Wescott	p
Alderman Kuhlemier	p	Administrator Blackert	p
Alderman Watts	p	Clerk Arduini	p
Hotel Rep		Ken Freeman	P
Hotel Rep		Denny Halgren	P
Tourism Director - Janelle Loos	p		
Chamber Board Rep – Keri Olson	p		
Mike Sterba	p		
Also Attended			

Topic	Discussion	Plan of Action
1.Call to Order @ 8:30 a.m. – Chairman Logan	Meeting was called to order at 8:30am	Meeting begins at 8:30am
2.Presentation by Ken Freeman for Bass Pro Shop’s Big Cat Quest Tournament.	Mr. Freeman along with Denny Halgren, gave a presentation to the committee concerning brings the Bass Pro Shop Big Cat Quest tournament. Mr. Freeman talked about the history of the tournament, the television presence, and explained that many participants will make 3-4 trips to the area to find places that will suit them well for tournament day. This event will be the Midwest qualifier, with finalist being able to move on to other events, and a guaranteed payback of at least \$10,000 to the winners. The National Championship will be in Richmond Virginia. Mr. Freeman explained that it is a family event, kids under 12 fish free, elderly, and wives are allowed as a 3 rd team member in the boat. The event will be held on June 25 th , and June 26 th which is the same weekend as the Summer Splash, and the River Chase Events. Deputy Chief Milby informed Mr. Freeman that before the fish kill, the Fire Department hosted catfish tournaments that would always see 50 boats.	No action
3.Read and approve minutes from the November 10th, 2015 meeting.	The committee reviewed the minutes of the November 10, 2015 meeting. A motion to approve the minutes was made by Alderman Glen Kuhlemier, and Second by Alderman Watts.	The minutes were approved unanimously.
4.Old Business: a.Rhythm Quest grant applications	Jeff Lattimer presented the committee the applications for Percussion-Palooza. The Event will be held February 28 th , 2016. After explanation from Mr. Lattimer, a motion to approve the requested amounts of a \$2000 marketing grant, and \$250.00 sponsorship grant was made by Alderman Kuhlemier, and second by Keri Olson. Much discussion was made about the effectiveness of newspaper advertising for an event such as this, and the motion was amended to be for a \$1000 marketing grant, and a \$250 sponsorship grant.	The amended motion was carried unanimously.
b.Amendments to the mission statement	The committee reviewed a revised mission statement presented by Director Janell Loos. A motion to adopt the new mission statement was made by Keri Olson, and second by Alderman John Watts.	The amended mission statement was adopted unanimously.
6.Updates: a.Director Janell Loos	Director Janell Loos informed the committee that the Tourism department has new pens, work phone, and tablet. The department has posted pictures on Instagram from the first snowfall. Mrs. Loos presented the proposed Blackhawk Hills ad. The advertisers are not set in the advertisement yet, and Administrator Blacker recommended limiting the amount of items in the calendar to just a few highlighted events, rather than making it too cluttered.	

	<p>Director Loos attended the Sights and Sounds, and Hometown Holidays events recently. It was noted that the timing of the events should be better if they are going to be on the same night.</p> <p>The Tourism office is beginning planning for the next Hennepin Hundred race. The creators of it will be in town on Thursday, and the thought of bussing patrons back to Rock Falls, along with vendors set up here will be discussed.</p> <p>Director Loos will be soon be going to grant writing classes.</p>	
b.Website Update – Janell Loos	The website has social media links added, and a “Merry Fitness” teaser at the bottom of the page.	No action
c.Façade Grant Program Update – Chairman Logan	It was reported that “La Familia” had received a grant. Adm. Blackert has received a copy of the grant application from the RFCDC.	No action
d.Blackhawk Waterways – Dianne Bausman	Diane Bausman presented a report, and they have been working on the 2016 Visitor Guide. Mrs. Bausman mentioned that Denny Halgren has been Mr. Catfish for years. SB209 has released state funding for tourism at 2015 levels. Mrs. Bausman also reminded the committee that the Governor’s conference on Tourism will be coming up in Springfield.	No action
e.Chamber Update – Keri Olsen	Keri Olson spoke about Hometown Holidays. The Bingo event hosted 625 people, and was double in size from the previous year. There were 1500 people that came to US Bank to see the princesses. Alderman Watts stated that he attended the events on both sides of the river, and the coming across the bridge to Rock Falls with the lights and attractions was wonderful.	No action
7.New Business:	<p>After much discussion concerning the benefits, and logistic issues of having so many events in one weekend. A motion was made by Alderman Watts, and second by Alderman Kuhlemier to authorize expenditure of \$15,000 in Tourism funds, and signatures on the contract with Bass Pro Shop's Big Cat Quest for the event on June 25th, and June 26th, 2016.</p> <p>The committee thanked Director Loos for the work to bring this together.</p>	The motion was carried unanimously.
8.Adjournment	With nothing else for the good of the committee the meeting was adjourned at 10:30am.	Meeting ends at 10:30am



Committee Chairman