



City of Rock Falls Tourism Committee Meeting Minutes

Date: 7-14-2015

Time Meeting Started: 8:33am

Time Meeting Ended: 9:45am

Members		Also Attended	
Alderman Logan – Chairman	p	Mayor Wescott	p
Alderman Kuhlemier	p	Administrator Blackert	p
Alderman Watts	p	Clerk Arduini	p
Hotel Rep Janelle Loos – Days Inn	p	Alderman Schuneman	P
Hotel Rep		Tammy Nelson	P
Tourism Director		Brian Tribley	P
Keri Olson	P	Kadena Hodges	P
Mike Sterba		Bethany Bland	P
		Bill Milby	P
Also Attended			

Topic	Discussion	Plan of Action
1.Call to Order @ 8:30am. – Chairman Logan	Meeting was called to order at 8:33am	Meeting begins at 8:33am
2.Audience requests	None	No action
3.Read and approve minutes from June 9th, 2015 meeting.	Meeting minutes were reviewed by the committee	Minutes approved
4.Old Business: a.Status Update of Advertising Materials, Computer Information	Alderman Kuhlemier mentioned that “Rock Falls Tourism” the logo, and the website should be referenced on all advertising. Administrator Blackert said that the city was approached by a campground association that had done advertising for the Tourism office last year. The same ½ page advertisement costs \$1734.00. The local campgrounds had been added to the ad last year free of charge. A motion was made by Alderman Watts, and second by Alderman Logan to charge \$300.00 per campground to be included in the ad. That would cover 1/5 th of the cost if all of the same advertisers join with Tourism on this. Policies will need to be set in the future for how this department is to handle these advertisements.	The ½ page ad is approved, and the charge to add campgrounds to the Rock Falls Tourism Ad is \$300.00. Policies will need to be set in the future for how this department is to handle these advertisements.
b.Update on hiring part-time person	One has not yet been hired	No action
c.Update on advertising for full-time director	Clerk Arduini asked for direction from the Committee to find ways of doing the search for filling this position. Ideas that were given were: Park and Recreation departments at Western Illinois University, University of LaCrosse, St. Francis in Joliet, and ISU. Reach out to IML for advertising. Advertising on local TV Station websites Create a Facebook ad. Use the IDES which adds the request to Monster.com and other websites.	Clerk Arduini reach out to all of these outlets to find a candidates for the position.
5.New Business: a.Website update	Clerk Arduini reported that the website is up. The phone system is ported over, and set to take messages. Dianne Bausman could not make it, and a report from the BWCVB was distributed from her in her absence.	The Committee reviewed the report from the BWCVB. No Action
b.Update on Pink Heals Event on July 18 and approve expenses for same – Bethany Bland	Bethany Bland from the Rock Falls Chamber distributed a flier, press release, and event schedule for the Pink Heals event on July 18 th . There will be 2 crews coming. One setting up at Sauk Valley Bank, and the other going to cancer survivor’s residences. 11:30 lunch break at the Firehouse of God 1:00-3:00 Home visits in Rock Falls	The fireworks will require that the grass area on the north side of East 2nd street be blocked off for safety.

	<p>4:30-6:00 Dinner with smoking Blue BBQ 6:00-9:00 3D Sound, vendors, and fireworks will make up the “Pink Party at the Patio”</p> <p>Mrs. Bland reported that she has made an event folder for the Pink Heals Event.</p>	Clerk Arduini will make reservations for the Pink Heals members at the Dixon comfort Inn due to limited local vacancy.
c.Update on Touch-a-Truck – John Watts	<p>Alderman Watts has spoken to the department heads. The event will be bigger than last year, and it will be held from 11:00 – 3:00.</p> <p>There was some discussion about where the event may be held next year with new development.</p>	No action
d.Update on Bridge the Community	The event is September 12 th beginning at 9:00am. The event could use help from Tourism for advertising, and to attract racers.	No action
e.Any further events and needs for Tourism involvement	<p>Sterling Township has a 5K run at Centennial Park</p> <p>September 11th there is a Towers Watson Exchange Seminar</p>	
6. Adjournment	With nothing else for the good of the committee the meeting adjourned at 9:45am	Meeting ends at 9:45am

_____ Committee Chairman