



City of Rock Falls Tourism Committee Meeting Minutes

Date: 8-11-15

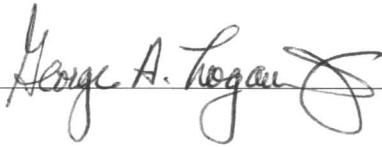
Time Meeting Started: 8:30am

Time Meeting Ended 9:15

Members		Also Attended	
Alderman Logan – Chairman	p	Mayor Wescott	p
Alderman Kuhlemier	p	Administrator Blackert	p
Alderman Watts		Clerk Arduini	p
Hotel Rep		Dianne Bausman	p
Hotel Rep			
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 8:30am
2.Audience requests	none	
3.Read and approve minutes from the July 14th, 2015 meeting.	A motion to accept the minutes was made by Alderman Kuhlemier, and second by Keri Olson	Minutes were approved by unanimous vote
4.Old Business: a.Update on advertising for full-time director	Clerk Arduini reported that he had set up advertising for the position in all of the requested areas. The ads will run until August 30 th , 2015. There have been 5 applications received so far.	No action
5.New Business: a.Website update	Janelle Loos reported that she has been working with Jack Hughes from TGD and will be doing a conference call for training next week to make updates to the site. Mr. Hughes will be sending 4 rack cards that were previously designed for Tourism. Adm. Blackert announced that Janelle Loos is now the interim Director of Tourism and is working 40 hours a week.	No action
b.Update on Bridge the Community	Mayor Wescott reported that things are moving just fine, the course is marked. This is the 3 rd year for the event, and signage will be going out soon.	No action
c.Façade Grant Program Update	Alderman Logan attended the façade meeting. One application was reviewed, and it was denied due to the applicant being in arrears with the City.	No action
d.Hometown Holidays Update	There was a joint meeting which discussed last year's parade. Alderman Logan stated that some small items needed to be cleaned up on both sides of the river. Ald. Logan stated that we need to work together. Alderman Kuhlemier mentioned that it is a Rock Falls program, and many times when these programs begin to work together, and it is then taken over, and no longer will remain a Rock Falls program. The date is the 20 th , and 21 st of November. Sterling would like to move their event to the same date as Rock Falls. There will be another meeting August 20 th @2:00pm at the Tourism department	No action
e.Update from Janell Loos 1.Hennepin Hundred Update	Director Loos has spoken with Michelle Hartwig. There may have been some miscommunication as to how much impact Sterling and Rock Falls could have had to the beginning of the race, and scheduling events for patrons. The race is on September 12 th . Three Aid stations still need to be manned by volunteers. Mayor Wescott has been working with Fire Chief Cook to alert the MABAS units affected to know where these runners will be. The guide book has advertising opportunities for Rock Falls Tourism at a cost of \$500 for ½ page, or \$1000 for a full page. A motion	A full page ad at the cost of \$1000 will be designed for the Hennepin 100 Guide Book was approved

	was made by Alderman Kuhlemier and second by Keri Olson to design a full page ad for the guide book.	by unanimous vote.
2.Business Contact Manager (computer program to track contacts)	Director Loos spoke briefly about a software that integrates with Outlook, and can be used by the entire city to manage contacts.	Mrs. Loos will check the price and report back Tabled
f.Any further events and needs for Tourism involvement	Mayor Wescott reminded the committee that the 150 th anniversary of Rock Falls is in 2017. The event may be a weeklong event with activities every day of that week. The previous celebrations were in the last week of July to the first week of August. People who may want to be involved should be contacted. There will be a public meeting in October concerning the event. Diane Bausman invited the members to the annual dinner, and presented the committee with a report of 2014 economic impact of tourism statistics per county.	No action
6.Adjournment	With nothing else for the good of the committee the meeting was adjourned at 9:15am.	Meeting ends at 9:15am



Committee Chairman