



City of Rock Falls Tourism Committee Meeting Minutes

Date: 9-8-2015

Time Meeting Started: 8:30am

Time Meeting Ended 10:12am

Members		Also Attended	
Alderman Logan – Chairman		Mayor Wescott	p
Alderman Kuhlemier	p	Administrator Blackert	p
Alderman Watts	p	Clerk Arduini	p
Hotel Rep		Brian Tribley	P
Hotel Rep		Alderman Schuneman	P
Tourism Director - Janelle Loos	p	Dave Druen	P
Chamber Board Rep – Keri Olson	p	Ben Porter	P
Mike Sterba	p		
Also Attended			

Topic	Discussion	Plan of Action
1.Call to Order @ 8:30 a.m. – Alderman Kuhlemier	Meeting was called to order, Mayor Wescott explained that Chairman Logan is in the hospital	Meeting begins 8:30am
2.Audience requests	None	No action
3.Introduce representatives from Country Inn and Super 8 who will fill the hotel rep positions on the Committee – Chairman Logan	Representatives from the hotels were not present	No action
4.Read and approve minutes from the August 11th, 2015 meeting.	Minutes were reviewed by the committee members	Minutes approved
5.Old Business: a.Update on receipt of resumes for full-time director – Robbin Blackert	Adm. Blackert reported that the committee has received 10 resumes for the position.	A meeting to review the resumes will be set up, and the committee will submit the best ones to personnel for interviews.
6.Updates: a.Interim Director Janell Loos	Mrs. Loos stated that Tourism had paid a vendor in the past for photographs.	The committee feels that photographs can be taken by Tourism themselves rather than paying for pictures.
b.Website Update – Janell Loos	Mrs. Loos has found out that the WIX.com invoices were for the voluntourism website. Brian Tribley stated that voluntourism has died, and most volunteers are local. Brian Tribley would like to be able to place volunteer photos on the website. Adm. Blackert explained that volunteerism could be moved to the City website. A motion to abandon the domain and Wix was made by Alderman Watts, and second by Keri Olsen.	The committee unanimously agrees to not use WIX, and make sure all volunteer events are on the calendar of events.
c.Façade Grant Program Update – Chairman Logan	Mayor Wescott explained this was formerly funded by the General Fund, this could be moved to the Tourism budget in the future. The \$20,000 in grants are easier for small businesses to use than tax rebate incentives. Applications are currently still available at the RFCDC office. Adm. Blackert explained that it is a \$5000 matching reimbursement grant for property owners in the uptown district. There may be more discussion about reviewing applications at the city.	No action
d.Hometown Holidays Update – Janell Loos and Chairman Logan	Janelle Loos explained that Hometown Holidays will be Friday November 20 th -23 rd . The Parade will be together, and set up the same as the Fiesta Day Parade. The uptown Christmas walk in Sterling will be held two hours after Rock Falls'. There will not be a "Running of the Santas"	No action

e.Blackhawk Waterways – Dianne Bausman	Diane Bausman presented a copy of the yearend report, an article in Sauk Valley Media, and a director’s report. Mrs. Bausman spoke about the website, social media, and reported on group tours. The annual dinner for Blackhawk Waterways will be held in Rock Falls next year. Mayor Wescott commented that it was nice to have the new Illinois Office of Tourism Director Cory Jobe’s attendance, and PowerPoint presentation at this year’s dinner.	No action
f.Chamber Update – Keri Olsen	Keri Olsen mentioned that the Circus was last weekend, Bridge the Community is coming up this weekend, and Garage Sales Day is coming.	No Action
g.Update from Interim Director Janell Loos 1.Hennepin Hundred Update	Janelle Loos reported that she has worked with Products In Motion, and Fine Line Engraving in Sterling to manufacture the trophies for the Hennepin Hundred. Mrs. Loos has received a donation of water for the event from Culligan in Dixon. There is still need of a sponsor for a bus, and aid stations need manned around Tampico.	No Action
2.Business Contact Manager (computer program to track contacts)	Janelle Loos stated that the Contact Manager software was too expensive, and she will be working with Mike Corrigan from William and Mary Computers for an alternative. Communication tracking is very important for Tourism. There was much discussion about Smart Living, and Northwest Quarterly magazines.	Tabled: The committee is asked to come up with new campaign ideas for Tourism.
7. New Business: a. Dave Druen and Ben Porter – request to address the Committee about funding for the Hennepin Canal	There was much discussion about the annexation of the canal into the City, history of the canal, and work that groups such as the RRDA, and Firehouse of God Ministries have done. Mayor Wescott explained that the City has not yet received even a draft lease agreement to find out what costs would be incurred by the City. The IDNR has stated that there will be no annexation without a lease agreement.	No action
b. Corporate Sponsorship of Bridge the Community	Alderman Watts made a motion to pay for the sponsorship, as it had been approved previously. Mike Sterba second the motion.	Committee unanimously approve the payment of \$2000 for the sponsorship.
c. Review of the Rock Falls Tourism Event Sponsorship Guidelines - Clerk Arduini	Mayor Wescott explained the grant opportunities that were available from the former Tourism office. The Committee was presented with copies of: Event Sponsorship Guidelines Marketing Promotion Grant Tourism Infrastructure Grant	Tabled: The committee members will review the applications, and return their ideas at the next meeting.
d. Any further events and needs for Tourism involvement	Bridge the communities, Hometown Holidays	No Action
e. Committee Member Items	Alderman Schuneman spoke about the Storybook Trail. He stated that volunteers need to put up the standards for the kiosks. Naming of the trail system will be handled through the Tourism Dept. and the trails need to be updated on the website.	Clerk Arduini will submit the Rock Falls changes to the County in hopes that the map gets updated.
8.Adjournment	With nothing else for the good of the Committee the meeting was adjourned at 10:12am	Meeting ends at 10:12am