



City of Rock Falls Tourism Committee Meeting Minutes

Date: 6-9-2015

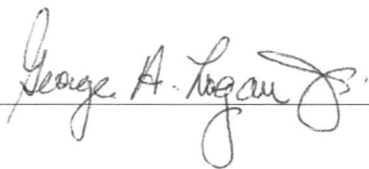
Time Meeting Started: 8:32am

Time Meeting Ended 10:30am

Members		Also Attended	
Alderman Logan – Chairman	p	Mayor Wescott	
Alderman Kuhlemier	p	Administrator Blackert	
Alderman Watts	p	Clerk Arduini	p
Hotel Rep	a	Diane Bausman	p
Janelle Loos – Days Inn	p	Mark Searing	p
Tourism Director	p	Alderman Schuneman	p
Keri Olson – Rock Falls Chamber	p		
Also Attended			

Topic	Discussion	Plan of Action
1. Call to Order @ 8:30am. – Chairman Logan	Meeting was called to order	Meeting begins 8:32am
2. Audience requests	None	No action
3. Read and approve minutes from Special Meeting on 5/26/15	A motion was made by Alderman Kuhlemier to accept the minutes, and second by Alderman Watts. Motion was passed by unanimous consent	Minutes approved
4. Welcome members of the Committee and charting our path as we get started – Chairman Logan	The members introduced themselves followed by an overview of the Tourism Committee given by Chairman Logan	Committee welcomed the new members and guests.
5. Old Business: a. Status Update of Advertising Materials, Computer Information	Alderman Logan reported that the once full racks have no material to display currently. Diane Bausman mentioned that many of the region's tourism information is available on the rack in the Community Building, and it may not be necessary to install more racks with the same information. She has some copies of the Rock Falls rack cards. Keri Olson inquired if the city had a digital proof of their rack cards, and Clerk Arduini stated that in speaking with TDG Communications he found that TDG designed, and has the proofs for those cards. Clerk Arduini gave an update on the website and loaded it on a computer to show the committee that it is still there, and we will be able to continue on with it and TDG. Inspector Searing stated that there is a phone working in the tourism office, but it is not the old number, and it is in the 815-622-1100 phone tree.	Clerk Arduini will contact T6 to try to obtain the 815-380-2300 phone number as it is on all of the advertising and website.
6. New Business: a. Initial Budget – Discussion and Vote	The committee reviewed, and approved the preliminary budget, along with the supplemental financial information.	Budget approved
b. Part-time person search update – Administrator Blackert	Clerk Arduini stated that the city needs more direction as to what hours this temporary person will be working. The committee recommends that someone who is comfortable with technology would be helpful with setting up the office.	The committee recommends that the P/T temp position will be a flexible 9am to 1pm job with the same holidays as City Hall.

c. Advertise for F/T position	The committee recommends that the temp person stay on for a short time when the new F/T position is filled. The committee would like to review the applications/resumes, and make a recommendation of 4-5 to the Personnel Committee for interviews. Alderman Logan and Janell Loos would like to be present for the interviews. It was mentioned that the job description does not specifically state administrating social media networks.	No Action
d. Website – Starting a new one?	It is apparent that the previous website will be accessible to City personnel. Diane Bausman spoke highly of the TDG as it is the same hosting company and website design team that Blackhawk Hills uses. In the near future we should either remove the calendar or make sure it is up to date. It was mentioned that the website should have direct links to the hotels. Clerk Arduini stated that TDG will provide as much or as little training as we want. They can assist us in making changes until we have hired the correct person for the position. The committee would like to keep the current website with the proper revisions.	Clerk Arduini will reach out to TDG to find out costs for hosting and support of the website.
e. Update on current activities and anything the Committee needs to be doing: River Chase	The Committee discussed the Rock Falls River Chase and remarked what a wonderful job Terry Hicks has done single handedly to bring this event back to the community. Other upcoming events were discussed, and it is important to work with organizations such as little league to bring tournaments to the area.	No action
f. Façade Grant Program Update	It was discussed that the applications for the façade grants are taking too long to be reviewed and approved. It seems to also be the case with the riverfront applications. The processes for these application process should be streamlined to make these programs more valuable.	Alderman Logan will speak to the Mayor about the Façade Grant Program.
7. Committee Member Items	Diane Bausman mentioned that the Mayor will be appointing two people to the Blackhawk Waterways Board. Mrs. Bausman also reminded the committee that the annual Dinner will be in Oregon. It will feature a cruise along the Rock river, and dinner at Maxon's. Janell Loos distributed copies of Motorcoach Magazine, and she would like to help bring bus tours to stay in Rock Falls.	No Action
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