



City of Rock Falls Tourism Committee Meeting Minutes

Date: 1-12-2016

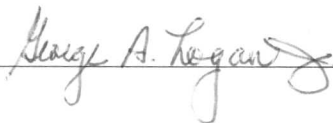
Time Meeting Started: 8:30am

Time Meeting Ended 9:37am

Members		Also Attended	
Alderman Logan – Chairman	p	Mayor Wescott	P
Alderman Kuhlemier	p	Administrator Blackert	P
Alderman Watts		Clerk Arduini	P
Amy Poci – Holiday Inn	p	Mark Searing	P
Hotel Rep			
Tourism Director - Janelle Loos	P		
Chamber Board Rep – Keri Olson	P		
Mike Sterba			
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.Audience requests	None	No action
3.Read and approve minutes from the December 8th, 2015 meeting.	The minutes were reviewed by the committee. A motion to approve the minutes was made by Alderman Kuhlemier, and second by Keri Olson.	Minutes approved unanimously.
4.New Business: a.Review and approval of Event Sponsorship and Marketing Grant Applications – Rock Falls River Chase	Director Loos stated that the amount of the grant application is above the amount stipulated in the grant, but it is the same amount that was issued last year. A motion was made by Alderman Kuhlemier, and second by Keri Olson to approve the request pending an accounting of the expenses for last year, and the agreement to provide financials for the future.	The motion was approved unanimously
b.Budgeting for the 3 grants offered by RFT	Director Loos inquired if the marketing, sponsorship, and façade grants would be budgeted separately.	The committee recommends the Façade Grant be separate, and the Marketing and Sponsorship Grants be budgeted together
c.Crow Valley Campground-Lighting Display	A letter from the Crow Valley Campground was shared with the committee concerning setting up a drive-through Christmas lights display similar to Eagle Point Park in Clinton Ia. There was much discussion about the location, and comparison to Clinton.	The committee recommends that Director Loos draft a letter to Crow Valley Campground letting them know that Rock Falls Tourism would help promote the project once it is started.
d.Barn Tour Committee Meeting in January	Director Loos plans on attending the meeting, and she has recently learned a lot about barns as they are disappearing across the state. Rock Falls Tourism has been a supporter of the barn tours.	No action
e.Grant Proposal Class	Director Loos attended the class, and was issued a certificate. She is ready to help with grants.	Adm. Blackert will be working with Director Loos for Park and Recreation grants.
f. 2016 Governor’s Conference	Director Loos recently received an email stating that the early bird registration for the Governors’ Conference on Tourism is almost over. The conference is March 21-23, and she needs to find out who would like to attend.	No action
5.Updates: a.Director Janell Loos i.Big Cat Quest	Ken Freeman from Big Cat Quest will be posting the 2016 schedule on 1-13-2016, and it should include the registration form for the Rock Falls event.	Director Loos will contact Mr. Freeman for the signed contract, and other details about the event.
ii.Percussion-Palooza	Director Loos spoke with Ramiro Martinez, and there has been no advertising done for the event so far.	Dir. Loos will contact them again for an update.

iii.8th Annual Spring Challenge	Director Loos has helped the organization create a flier. This is a little league baseball tournament.	Dir. Loos is looking into a way to have the participants print coupons from the Tourism website.
iv.Pink Heals	The Tour is going the southern Route this year, but they would like to come back to Rock Falls for an event this year.	No action
v.Fiesta Days	Director Loos would like to create coupons for the event. Currently the Taste of Fiesta, and the parade are on separate weekends, but she would like to see them brought together on the same day to increase attendance.	No action
vi.The Hennepin Hundred	Planning is just beginning for the event.	No action
vii.Holiday Inn Express & Suites	Amy Poci informed the Committee that the opening is scheduled in April. She will be meeting with her boss to have the ability to reserve room blocks. Building Inspector Searing gave an update on the building project, stating that the 3 rd floor should begin tiling this week, and the glass for the front should also be installed. The Hotel is renting space from the City in the Tourism office currently.	No action.
viii.Website	TGI will be getting prices for Joomla updates for the website to allow for budgeting.	No action
ix.Social Media	Director Loos informed the Committee that some recent bald eagle photos were driving traffic to the Tourism Facebook page. The photos have been shared on Twitter, and Instagram.	No action
b.Façade Grant Program Update – Chairman Logan	Inspector Searing reported that his office had received another grant application, and one applicant had requested an extension.	Inspector Searing will check with Gayla to schedule a Façade Committee meeting.
c.Blackhawk Waterways – Dianne Bausman	Diane Bausman informed the Committee on upcoming events. The Visitor's Guide will be at the printer, and will be out at the end of January.	No action
d.Chamber Update – Keri Olsen	Keri Olson informed the Committee about projects that the Chamber is working on for the future. Some of the items are: Annual Dinner, Spring Bingo, Quarterly Member's Meeting, and Summer Splash. There is also a ribbon cutting at the newly remodeled McDonald's on January 27 th at 5:00pm	No action
6. Adjournment	With nothing else for the good of the committee. The meeting was adjourned at 9:37am	Meeting ends at 9:37am



Committee Chairman