



City of Rock Falls Tourism Committee Meeting Minutes

Date: 2-9-2016

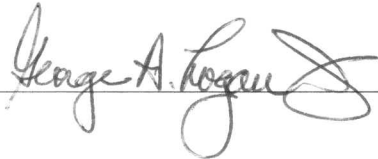
Time Meeting Started: 8:30am

Time Meeting Ended

Members		Also Attended	
Alderman Logan – Chairman	p	Mayor Wescott	p
Alderman Kuhlemier	p	Administrator Blackert	p
Alderman Watts	p	Clerk Arduini	p
Amy Poci – Holiday Inn Express and Suites	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 8:30 am
2.Audience requests	None	No action
3.Read and approve minutes from the January 12th, 2016 meeting.	Minutes were reviewed by the committee	Minutes approved
4.Old Business: a.Rock Falls River Chase financial report and grant application	A financial report was received from Terry Hicks for the 2015 Rock Falls River Chase. The event is not a money maker, and is for the community. Adm. Blackert inquired as to what the club fees were for, and it was explained that it is to bring the boat club to the event. After the recommendation from Mrs. Loos, a motion to approve the grant request was made by Alderman Kuhlemier, and second by Alderman Watts. No marketing grant has yet been submitted.	Unanimous Approval was given for a \$1000 grant for the Rock Falls River Chase event.
b.Illinois Governor’s Conference update	Mrs. Loos is looking for one more attendant to go to the Governor’s Tourism Conference to cover all of the classes.	No action
5.New Business: a.Sponsorship Grant Application – Outdoor Adventure Fest	Keri Olson explained the YMCA Adventure fest to the Committee. The event is designed to help teach people how to spend time outside participating in non-traditional sports. There will be live fish put in the pool at the YMCA and kids will be able to catch them with fishing poles. After the event the fish are released into Centennial Park. The event also provides meals for the attendees. A motion to approve the \$500.00 grant was made by Alderman Watts, and second by Alderman Kuhlemier.	Unanimous approval was given for the \$500.00 Grant to support the Outdoor Adventure Fest on May 21 st , 2016 from 12:00 to 4:00pm
b.Louie Bellson drum set discussion	Director Loos informed the committee that Louis Bellson’s drum set is now being displayed in the tourism office. The set will need to be protected, and it would be nice to make it more accessible. Louis Bellson is a world renowned drummer, and Tourism would like to have a display that will protect the drum set at more venues.	A committee will be formed to work on the details of the drum display. (Watts, Kuhlemier, Loos)
c.Meeting Change request – Bethany Bland	Bethany Bland had requested the Tourism committee date or time change because it interferes with the Chamber of Commerce Board Meeting. The Board has a member on the committee	The Tourism Committee will meet at 9:00am on the 2 nd Tuesday of each month
d. Muck Rack-Advertising Contacts for Tourism related events and to drive tourist to Rock Falls with journalist who are already interested in what Rock Falls has to offer.	Director Loos has been researching how to get quality contacts for the Tourism Department, and get more press coverage for the Rock Falls area. Muck Rack offers such a service for \$2000.00 /year. City Administrator Blackert presented a draft of the budget for Tourism. Alderman Kuhlemier reminded the committee that the budget meetings will be held on March 28 th for general fund, and March 29 th for enterprise funds.	Tabled to do more research on the company and to look at the budget for this expense.

<p>6.Updates: a. Director Janell Loos</p>	<p>Director Loos presented a couple of examples for changes to the Billboard in Rochelle. The contract allows the City to get one free re-design.</p>	<p>The committee would like to use the bolder letters. The "Rock Falls" should be bigger, no website, and the committee will look for pictures depicting city and nature.</p>
<p>c. Blackhawk Waterways – Dianne Bausman</p>	<p>Dianne Bausman mentioned that the Annual Dinner on August 11th will be held in Rock Falls. The office has begun to receive LTCB Funds from the state, and has received payment from July – January. The 2016 Visitor's guide proofs are at the printer.</p>	<p>No action</p>
<p>d. Chamber Update – Keri Olson</p>	<p>Mrs. Olson reminded the committee that the annual dinner will be held on February 25th. Spring Bingo tickets are on sale. The Quarterly meeting will be focused on Social Media. Summer Splash will be on Saturday and Sunday this year to tie in with the Big Cat Quest, and Rock Falls River Chase. The Sauk Valley Chamber of Commerce will be hosting their carnival on the same weekend, but will try to do armband day on Friday to avoid conflicts with the other events. Alderman Logan noted that it is important to accentuate the times of different activities that weekend so that people do not miss what they are interested in.</p>	<p>No action</p>
<p>7. Adjournment</p>	<p>With nothing else for the good of the committee a motion to adjourn was made by Alderman Watts, and second by Keri Olson. Unanimously approved at 9:43am</p>	<p>Meeting ends at 9:43am</p>



Committee chairman