



## City of Rock Falls Tourism Committee Meeting Minutes

**Date:** 4-18-2016      **Time Meeting Started:** 9:05am      **Time Meeting Ended** 10:00

Members		Also Attended	
Alderman Logan – Chairman		Mayor Wescott	p
Alderman Kuhlemier	p	Administrator Blackert	
Alderman Watts		Clerk Arduini	p
Amy Poci – Holiday Inn Express & Suites		Mark Searing	P
Jessica Vandersnick – Days Inn	p	Diane Bausman	p
Tourism Director - Janelle Loos	p		
Chamber Board Rep – Keri Olson			
Mike Sterba	p		
<b>Also Attended</b>			

Topic	Discussion	Plan of Action
1. Call to Order @ 9:00 a.m. – Chairman Logan	Alderman Kuhlemier called the meeting to order at 9:05am	Meeting begins at 9:05am
2. Read and approve minutes from the March 15th, 2016 meeting.	Minutes were reviewed by the committee	Minutes approved with the addition of the members present at the prior meeting.
4. Old Business: a. Louie Bellson drum set discussion	Director Loos reported that Rhawn Boesen is a local fabricator, and owns BadAzz guitar stands. Mr. Boesen is designing a two piece storage display for Louie Bellson’s drums. Francine liked the idea that the display would be locally made. Mr. Boesen will present drawings, and a cost estimate in the future.	Tabled
b. Billboard on Route 88 design discussion.	Dir. Loos is waiting for designs to come back from the Billboard company with a more “Rock Falls” feel. Mike Sterba mentioned that in talking to another board it was mentioned that the word “Rock Falls” should be large and very visible.	Tabled
c. Website Update	Dir. Loos informed the committee that TDG is sending her a wireframe for the website. With all of the modifications to the website, the search engine optimization is not good for the site currently. The redesign will use tags rather than have information buried in menus. The new page will have three static events at the bottom of the page. A mock up site should be delivered by next Friday	Tabled
d. Blackhawk Waterways – Dianne Bausman	Diane Bausman applauded the committee for having a nice representation of Rock Falls at the Governor’s conference on Tourism. She reported that a majority of their website traffic is coming from Facebook. The annual dinner will be held at Rock River Golf and Pool in Rock Falls on March 11 <sup>th</sup> next year. Members of the City Council, and County Board will be invited to the dinner.	No action

a. Pink Heals discussion	Dir. Loos gave the schedule for this year's Pink Heals event. On July 29 <sup>th</sup> the group will visit Dixon, and Morrison. On July 30 <sup>th</sup> the group will make visits to families in Sterling and Rock Falls. Fireworks will be held on July 30 <sup>th</sup> .	No action
b. Hotel representation discussion	Director Loos would like to see all of the hotels represented on the Tourism Committee. This will help get local information to the management of the hotels to help them be prepared for upcoming events. A motion was made by Mike Sterba, and second by Alderman Kuhlemier to increase the committee size to allow for 4 hotel representatives on the committee. Mayor Wescott mentioned that the committee will then be a 10 person committee.	The motion was unanimously approved and when committee assignments are done Mayor Wescott will make the change.
c. Sponsorship Grant-Canal Crawl Application & Updated Grant forms	This will be the 9 <sup>th</sup> annual Canal Crawl which is a 5K that begins and ends behind the Day's Inn in Rock Falls. A motion to approve the \$250.00 sponsorship grant was made by Mike Sterba, and second by Alderman Kuhlemier. Director Loos has also revised the applications to include the requested amount of funds to be on the application, along with the restriction for use.	The motion was approved unanimously by the committee.
d. Approval of Blackhawk Waterways CVB Partnership Program	The Blackhawk Waterways a convention and visitor's bureau that the City is currently a part of. The organization helps promote Rock Falls regionally. The City had contributed \$4000 in 2014, and \$5000 in 2015. A motion to contribute the minimum amount of \$8000 for FY 17 was made by Alderman Kuhlemier, and second by Mike Sterba. Any amount that the CVB collects from cities is then matched by the state. This amount will include \$400.00 in paid promotion / advertising for Rock Falls.	The motion was approved unanimously by the committee. Recommended for Council approval
e. Fireworks Quotes-Bass Pro Shops Big Cat Quest & Pink Heals	Mayor Wescott has been in contact with the company that has brought fireworks to town in the past. J&M Fireworks has proposed two shows with 3' shells for the City. The size of the shells is what will be allowed with the proximity of the hotel. A motion to approve the expenditure of \$6000 for the fireworks on June 25 and \$4000 for July 30 <sup>th</sup> was made by Mike Sterba, and second by Alderman Kuhlemier.	The motion was approved unanimously by the committee. Recommended for Council approval
g. Midwest Community Development Institute August 15-18	Director Loos invites members to the Midwest Community Development Institute which is part of Illinois Institute for Rural Affairs. There are scholarships available, and the conference is to be held in Moline on August 15 <sup>th</sup> , 2016.	No action
6. Updates: a. Façade Grant Program Update	After April 30 <sup>th</sup> the City will receive the documents from the RFCDC concerning the Façade Grants	No action

Committee Chairman

