



City of Rock Falls Tourism Committee Meeting Minutes

Date: 5-10-2016

Time Meeting Started: 9:00am

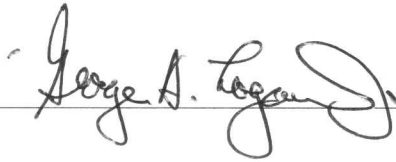
Time Meeting Ended 10:12am

Members		Also Attended	
Alderman Logan – Chairman	p	Mayor Wescott	p
Alderman Kuhlemier	p	Administrator Blackert	p
Alderman Schuneman	p	Clerk Arduini	p
Amy Poci – Holiday Inn Express & Suites		Diane Bauseman	p
Jessica Vandersnick – Days Inn	p	Building Inspector Searing	p
Hotel Representative			
Hotel Representative			
Tourism Director - Janelle Loos	p		
Chamber Board Rep – Keri Olson	p		
Mike Sterba			
Also Attended			

Topic	Discussion	Plan of Action
1. Call to Order @ 9:00 a.m. – Chairman Logan	Meeting was called to order at 9:00am	Meeting begins at 9:00am
2. Read and approve minutes from the April 18th, 2016 meeting.	Minutes were reviewed by the committee. A motion to approve the minutes was made by Alderman Schuneman, and second by Alderman Kuhlemier	Motion was approved unanimously
3. Old Business: a. Billboard on Route 88 design discussion	The committee reviewed the latest design for the billboard along I-88 near Rochelle. A motion to approve the design was made by Alderman Kuhlemier, and second by Alderman Schuneman.	Motion was approved unanimously
b. Website Update	Dir. Loos presented the new website to the committee. It is a new design that will have all new pictures, and be mobile accessible.	No action
4. New Business a. Pink Heals discussion	Dir. Loos reported that this year's Pink Heals event will include the other communities as it did two years ago. A committee will be formed including people from all of the participating groups. John Watts suggested having EMS or Fire trucks escort the Pink Heals vehicles like other communities have done. Chief Cook would have to be asked if he has ideas for that.	No action
b. Façade Grant Committee members	The committee would like to invite the current façade committee members to be part of the application review. They will be Bob Cloman, Jeff Guthrie, Gayla Kolb, Lee Folsom, Janell Loos, and Mark Searing. The committee will give their recommendation to the Tourism Committee for approval. Insp. Searing stated that he has received the paperwork back from the RFCDC. There are two open grants that are being worked on currently. Mayor Wescott asked that the process begin at the Building Department so many of the questions could be answered in the beginning. This committee is ad hoc and does not meet unless there is a need. Dir. Loos now has a large dry erase check to use for promotion of the grants.	Mayor Wescott will write letters to the members to find out if they are interested in serving on the committee.
5. Updates - Tourism Grants Update i. Grant Application – Summer Splash	The committee reviewed the application, but were unsure of the amount requested. The city will not be splitting the costs of items with any organizations. The Tourism grants will be just a grant. Adm Blackert commented that with recent accidents if the Summer Splash intends on large inflatables being set up, the insurance will have to be provided naming the city as an additional insured.	No action



ii. Grant Application – Touch-a-Truck	John Watts was present to speak about the Optimist Club of Rock Falls' Touch – a Truck event. Mr. Watts gave a brief history of the Touch a Truck event in Rock Falls, and this will be the 6 th year for it. He anticipated 45-60 vehicles. Verizon will be giving away backpacks again, and they would like to paint a plow again. The Grant request is for \$500.00. A motion to approve the grant for Touch-a-truck was made by Alderman Schuneman, and second by Alderman Kuhlemier.	The motion passed unanimously
d. Blackhawk Waterways – Dianne Bausman	Diane Bausman reported that the Annual Dinner will be held on August 11, 2016 at Rock River Golf and Pool. There will be a golf package available for that day. Dir. Bausman reported that Illinois is beginning to fall behind by not having a budget. There has been no national or international state promotion. Five of the 14 Illinois Visitor centers have closed. Next year's funding is still unclear.	No action
e. Chamber Update – Keri Olson	Keri Olson reported that the Chamber of Commerce has added 11 new members. They have been working on the City-Wide Garage Sales, and Summer Splash. Mrs. Olson reminded the committee about the Leadership Program at Sauk Valley Community College.	No action
6. Adjournment	With nothing else for the good of the committee, a motion to adjourn was made by Alderman Kuhlemier, and second by Alderman Schuneman.	Meeting was adjourned at 10:12am



Committee Chairman

