



## City of Rock Falls Tourism Committee Meeting Minutes

Date: 6-16-2016

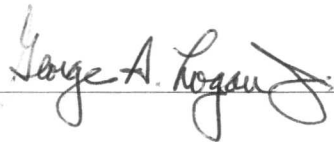
Time Meeting Started: 9:00am

Time Meeting Ended 10:23am

Members		Also Attended	
Alderman Logan – Chairman	p	Mayor Wescott	
Alderman Kuhlemier	p	Administrator Blackert	p
Alderman Watts	p	Clerk Arduini	p
Amy Poci – Holiday Inn Express & Suites	p	Diane Bauseman	p
Jessica Vandersnick – Days Inn	p	Dep. Chief Milby	p
Hotel Representative			
Hotel Representative			
Tourism Director - Janelle Loos	p		
Chamber Board Rep – Keri Olson	p		
Mike Sterba	p		
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 9:00 am.
2. Read and approve minutes from the May 10th, 2016 meeting.	The minutes were reviewed by the committee. A motion to approve the minutes was made by Alderman Schuneman, and second by Alderman Kuhlemier.	Minutes were approved unanimously
3. Old Business: a. Website Update	Tourism Director Janell Loos reported that the new website has now gone live. Visitors will be able to use their smartphones to display coupons at local vendors during the Summer Splash weekend. More people are visiting the site on mobile devices than desktop computers. The new site is mobile friendly, and the number of returning visitors should go up.	No action
b. Pink Heals discussion	There will be an organizational meeting on June 20 <sup>th</sup> at 11:00 in the Tourism Office. The tour will visit Morrison and Dixon on Friday, and Rock Falls and Sterling on Saturday. The Pink Heals members will be staying at the Holiday Inn Express and Suites.	No action
c. Bass Pro Shops Big Cat Quest	Dir. Loos has been promoting the event in outside 50 miles. Karen Rivera, IDNR biologist, will be at the weigh-in. Ken Freeman will be meeting with Tourism on Tuesday. Banners have been made and placed around the area. The banners were created so that they may be reused. The Fire Department will be dragging the river on Wednesday or Thursday in preparation for the River Chase boat races.	No action
4. New Business a. Hiring an intern (non-paying position. Experience is the payment)	Director Loos explained with all of the planning going on with the big weekend, she could use some help in the office doing data entry, setting up appointments, and help with banners. A motion was made by Alderman Kuhlemier, and second by Keri Olson to recommend to the City Council hiring a non-pain experience only intern.	The motion was approved unanimously to refer this to City Council.
5. Updates: a. Director Janell Loos	Brad from Northwest Quarterly approached the committee, and gave information about their magazines. Tourism has a half page editorial in the Smart Living weekly magazine about the Big Cat Quest. Dixon, Byron, and Oregon are regularly featured in the magazine. Tourism could split the costs with local advertisers. Director Loos mentioned that despite buying an ad in the Voyager magazine. The entire Rock Falls event weekend was left off of the community calendar.	No action

b. Tourism Grants Update i. Summer Splash Event Sponsorship Grant Application	The committee reviewed an updated application submitted by the Rock Falls Chamber for Summer Splash. They will be installing two handicapped porta-pots for the event. Rock Falls Tourism must be promoted in advertising for grant recipients. Alderman Kuhlemier made a motion, and second by Alderman Schuneman to approve a \$1000 sponsorship grant to the Rock Falls Chamber.	The motion was passed unanimously.
c. Façade Grant Program Update i. Barajas Denial	Inspector Searing reported that the Façade Committee met, and recommends a letter of denial be sent to Mr. Barajas due to numerous problems with his application, and missed deadlines. A motion to send the denial letter was made Alderman Schuneman, and second by Amy Poci.	The motion was passed unanimously.
ii. Approval of payment for Treasure Chest	The Façade Committee made the recommendation to approve the Façade Grant for The Treasure Chest. Mr. Searing reported that there was some conflict with the transfer of the application from the RFCDC to the City. A motion to award the \$5000 grant to the Treasure Chest was made by Mike Sterba, and second by Alderman Schuneman.	The motion was passed unanimously.
	Inspector Searing had a question about the boundaries of the façade grant. The grant states that it ends on West 2 <sup>nd</sup> Street at 5 <sup>th</sup> Avenue. There is a project at the corner of 5 <sup>th</sup> Avenue and West 2 <sup>nd</sup> .	The committee recommends that because the building is along 5 <sup>th</sup> Avenue, it is eligible.
	Director Loos questioned the Committee about expanding the boundaries and adding proration language to state if the building is sold within 5 years, there may be a payback to the City. The Committee would like to keep the boundaries unchanged at this time. A motion was made by Alderman Kuhlemier, and second by Alderman Schuneman to approve the proration language be added to the façade grant.	The issue will be sent to the City attorney to have an Ordinance drafted.
d. Chamber Update	Keri Olson gave a report about some changes to the menu at Summer Splash. There will also be adult sized bounce houses. Alderman Schuneman asked how the Chamber is able to estimate the size of a crowd to be 5000 people. They use food sales to help determine the size, but it is not a perfect number.	No action
e. Blackhawk Waterways – Dianne Bausman	Dianne Bausman gave the report of the activities of the Blackhawk CVB. She reported that Face Book is the most popular way for people to visit the website. She and Dir. Loos recently attended the Lincoln Highway Association meeting in Joliet. There was a dedication of the corner where Route 66 and the Lincoln Highway intersect. There may be some interest in having the Louie Bellson drum set displayed with the travelling museum of the Lincoln Highway. Dir. Loos has been asked to be on the board of the Lincoln Highway Association. It was reported that there is some interest in the Chicago area, that Rock Falls has pelicans living here. Due to the lack of a state budget, Illinois has lost its #1 Midwest tourism state status, and is now number 3.	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 ends at 10:23am



Committee Chairman