



City of Rock Falls Tourism Committee Meeting Minutes

Date: 8-3-2016

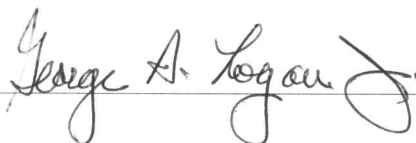
Time Meeting Started: 9:30am

Time Meeting Ended 10:28

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	p	Diane Bauseman	p
Jessica Vandersnick – Days Inn		Mark Searing	P
Hotel Representative			
Hotel Representative			
Tourism Director - Janell Loos	p		
Chamber Board Rep – Keri Olson			
Mike Sterba	p		
Also Attended			

Topic	Discussion	Plan of Action
1. Call to Order @ 9:30 a.m. – Chairman Logan	Meeting was called to order at 9:30am	Meeting begins at 9:30am
2. Audience requests	none	
3. Read and approve minutes from the June 16th, 2016 meeting.	Minutes were reviewed by the committee	Minutes accepted
4. Old Business: a. Destination Rock Falls Wrap-up	Tourism Director Janell Loos reported that the Bass Pro Shops Big Cat Quest went well, and she was surprised by the turnout of spectators. The committee reviewed the expense sheet for the event. Mayor Wescott would like to see some reports of what the economic impact was to the city for the weekend.	No action
5. New Business a. Midwest CDI Grant	Dir. Loos will be at the Midwest CDI conference August 15 th -18 th .	No action
b. Northwest Quarterly Magazine	NW Quarterly has businesses ready to coop with Rock Falls Tourism for ads in this magazine in the fall. City Administrator Robbin Blackert would like to review the Tourism budget first.	No action
c. Rotate Meeting Venues	Dir. Loos suggested that moving the meetings to different venues may help attendance by the hotels. Amy Poci from Holiday Inns and Suites stated that posting the agenda at the hotel would be fine.	No action
6. Updates: a. Blackhawk Waterways – Dianne Bausman	The Annual Dinner for BWCVB will be held in Rock Falls. State funding for CVBs is coming through based on 2015 numbers. Website traffic has been up	Anyone interested in attending the annual meeting is to contact Janell Loos
b. Chamber Update – Keri Olson	No report	
c. Director Janell Loos 1. RV formation approval \$200.00	The RV Formation grant had been authorized due to time. The event had many yard signs placed promoting two events. Tourism was able to take many pictures of the event.	No action
2. Destination Rock Falls	No further report	
3. Pink Heals	Director Loos was overwhelmed by the amount of support that was given to the event, and the families. Many small businesses contributed. At the pink party many items were given away, and Frank Selmi left and came back with a truckload of sweetcorn to give away. Pink heals members said that this was the first time that gift baskets had been made and given to the families.	No action

4.New Assistant	New assistant Rhonda Reese has been able to help with signs, and tasks that require a lot of time from the Tourism Director.	No action
d.Tourism Grants Update 1. RV Formation Event Grant	No further report	No action
2. Haunted Haven Event Grant	Missy Decker approached the Committee concerning the Haunted Haven event. The grant will be used to bring "Leather face" to Rock Falls at the Haunted Haven on September 23-24. He will be open to speaking with the media and promotions over the phone for the event. A motion to approve the grant was made by Alderman Kuhlemier, and second by Alderman Schuneman.	Grant is approved
3. Hennepin Hundred Event / Marketing Grant	Dir. Loos reported that the Hennepin Hundred brings people to the area from all over the world, and United States. Mayor Wescott questioned the notation of liquor to be served. The committee agreed that the grant application form should be changed to make the liquor question clearer. A motion to approve the grant was made by Alderman Schuneman, and second by Alderman Kuhlemier	Grant is approved
e.Review of Funded Grants 2016	Director Loos reported that the Canal Crawl had been cancelled, and the group refunded the grant money. The Summer Splash sponsorship grant did not follow the guidelines of the grant, and Director Loos was disappointed in the amount of non-acknowledgement that was given to Rock Falls Tourism. All involved need to work together. The percussion-palooza event was required to return their grant money, or not apply again when they did not meet the guidelines of the grant, and each grant recipient needs to be treated the same. The committee would like to know what the turnout is expected to be for the Bass Pro Shops Big Cat Quest next year from Ken Freeman.	Director Loos will draft a letter to the Chamber of Commerce board concerning the grant.
f.Façade Grant Program Update	Building Inspector Mark Searing reported that one \$5000 grant has been paid out. There are still 4 or 5 possible applicants coming this year.	The committee recommends that the dollar amount be unchanged, and that approved grants are still first come first served.
7.Committee Member Items	Alderman Schuneman reported that he was told that the fishing tournament was held at the wrong time. The fish spawn cannot be calculated and planned for, and the fishing was very good during the tournament. It was reported that all of the bait shops sold out during that weekend.	No action
8.Adjournment	With nothing else for the good of the committee the meeting was adjourned at 10:28am	Meeting ends at 10:28am



Committee Chairman