



## City of Rock Falls Tourism Committee Meeting Minutes

**Date: 9-13-2016**

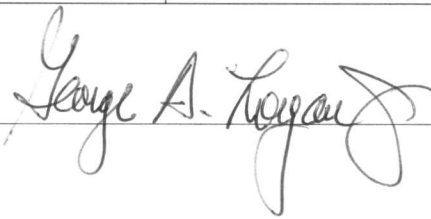
**Time Meeting Started: 9:30am**

**Time Meeting Ended 10:14**

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		Rhonda Reese	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 9:30a.m.	Meeting begins at 9:30am
2.Audience requests	None	
3.Read and approve minutes from the August 3rd, 2016 meeting.	A motion to approve the minutes as presented was made by Alderman Kuhlemier, and second by Alderman Schuneman	The motion was unanimously approved.
4.Old Business: a.Louie Bellson Drum Display	Tourism Director Janell Loos informed the committee that design drawings for the Louie Bellson drum display case will cost around \$3000.00. IFH Group has agreed to pay for half of it, and \$1500 is to be paid by the City. There is a good chance that grants will be able to be found for the construction of the display. A motion to move forward with the project was made by Alderman Kuhlemier, and second by Alderman Schuneman.	The motion was unanimously approved.
6.Updates: a.Blackhawk Waterways – Dianne Bausman	Diane Bausman reported that the website traffic has been down now that summer is coming to an end. The “Trail of Terror” is beginning now. The group will be working on a marketing plan. Mrs. Bausman thanks Rock Falls for being such nice hosts for the annual dinner. Mrs. Bausman shared some economic impact statistics from 2014 with the committee. Julie Jacobs spoke about the agenda for the Blackhawk Hills Summit at Lake Carroll.	No action
b.Chamber Update – Keri Olson	Julie Jacobs represented the Chamber of Commerce at the meeting. She announced that Sarah Roadie has been hired as the program coordinator. Sept. 22 <sup>nd</sup> IDES workshop, and homecoming parade. Oct. 28 <sup>th</sup> Uptown Trick or Treat The Chamber has a new updated website with a video of the Hometown Holidays.	No action
c.Director Janell Loos	Director Loos informed the committee that she had attended the wrap-up for the barn tour. The group would like Rock Falls Tourism to help make rack cards with a self-guided barn quilt tour.  Haunted Haven rack cards are produced, and will be distributed to colleges. The Hennepin Hundred event (October 1 <sup>st</sup> and 2 <sup>nd</sup> ) is looking for a barn to have an advertisement painted on the side of it.  The Twin Cities Holiday Parade will line up on 4 <sup>th</sup> Avenue in Sterling and end at Merrill School. November 4 <sup>th</sup> is the cutoff for registration, and the parade will be held on November 19 <sup>th</sup> , 2016 at 1:00pm.  Video from the Bridge the Community Race will be able to be viewed on Youtube.	No action

d.Tourism Grants Update	Director Loos presented an application from the Fraternal Order of Eagles for their Northern Zone Conference. This event will generate 45 hotel stays. The event is November 4 <sup>th</sup> , 5 <sup>th</sup> , and 6 <sup>th</sup> . A motion to approve the grant was made by Alderman Kuhlemier, and second by Mike Sterba	The motion was unanimously approved.
e.Review of Funded Grants 2016	Director Loos reported that there is \$1300 remaining for event grants, and \$500 remaining for marketing grants. She reported that the Hennepin Hundred has used their grant to run an ad in a national running magazine, and in the Hennepin Hundred manual.	No action
f.Façade Grant Program Update	Director Loos reported that there will be a photo taken at the "Treasure Chest" on First Avenue presenting them with a check for their façade improvements.  Julie Jacobs informed the committee that the Façade grant was hard to find on the website, and needs to be updated.	Clerk Arduini will update the website.
7.Committee Member Items	Alderman Schuneman inquired why the bridge was removed from the canal over to the parking lot of the Day's Inn. Mayor Wescott explained that it was removed by the hotel to allow water to flow in August when there was so much rain. The bridge was being packed with debris. There was discussion about the ditch being cleaned out. The ditch in Centennial Park is ½ on park and ½ on state land. Trees have been falling into the ditch from the canal.  The Days Inn has begun work on remodeling the banquet rooms, the façade, and guest rooms. Deputy Fire Chief Bill Milby reported that the buoys will be removed on September 27 <sup>th</sup> , 2016. Since the buoys were installed this summer, there as been no calls for boat rescues.	No action
8.Adjournment	With nothing else for the good of the committee, the meeting was adjourned at 10:14am	Meeting ends at 10:14am



Committee Chairman