



City of Rock Falls Tourism Committee Meeting Minutes

Date: 10-11-16

Time Meeting Started: 9:30am

Time Meeting Ended 11:15

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

Topic	Discussion	Plan of Action
Call to order – Chairman Logan	Meeting was called to order at 9:31am	Meeting begins at 9:31am
2. Audience requests	None	
3. Read and approve minutes from the September 13th, 2016 meeting.	A motion to approve the minutes was made by Alderman Schuneman and second by Alderman Kuhlemier	Minutes were unanimously approved
4. Old Business a. Louie Bellson Drum Display	Louis Bellson Director Janell Loos is attending a grant class to find grant to support the display. Diane Bausman stated that ITAP is not currently funded. Director Loos will look into fundraising for the display. There was also discussion of what, where and when the drums will be displayed.	The committee would like to have a public appeal for information on famous people from Rock Falls.
5. Updates: a. Blackhawk Waterways	Blackhawk Waterway new grant program. They are actively taking submissions Bus Tours to the 4 county region is doing well.	No action
b. Chamber Update	Fall Garage Sales once again was a great event Uptown Trick-or-Treat will be October 28 th from 4-6pm this year	No action
c. Director Janell Loos	#Slaughterhouse screening will be at Haunted Haven October 18 th from 6-9pm with a flashlight walk through the Haunt.	No action
d. Grants	No New Applications	No action
e. Funded Grants	No review yet	No action

f. Façade Grant	Rhonda Reese has been working with Director Janell Loos on beautification of Uptown Rock Falls Currently working with SVCC to assist with drawings of the business's façade & improvements	Contact SVCC to determine lesson plan.
6. New Business a. Mini Self-Guided Tours	Director Janell Loos proposed creating mini-tours of the Rock Falls/Sterling Area 1. Barn Quilt Tour 2. Twin City Tour de Chocolate 3. Twin City Treasures Tour	Contact the business that would benefit the tour and give them the information for Blackhawk Waterways CVB Grant
b. NW Film Office	At the information gather stage. Working with Gary Camarano the Economic Development Director & Enterprise Zone Administrator of Whiteside County, Illinois	No action
c. Louie Bellson Grant	Covered in Old Business	No action
d. Crowdfunding-Sandbag project	Working with Kreider Services, SVCC, Sauk Valley Chamber, Morrison Area Development Corporation, Greater Sterling Development Corporation, Dixon Area Chamber of Commerce and Imprintable Memories. The crowdfunding project is looking to raise \$6,000 via crowdfunding to employ persons with disabilities and displaced veteran creating sandbags that can be used in multiple ways.	No action
e. Bridge the Community	Dated changed to coincide with the Mexican Independence celebrations. At the organizers request, Director Janell Loos created a Tourism Package for the event.	No action
f. Hennepin Hundred Wrap-Up	Good number of hotel stays at all hotels	No action
g. Website updates	Director Janell Loos is working with TDG on glitches with in the website	No action
h. Riverfront Patio/Riverfront Entertainment venue	Create calendar to send out reminders to prior uses to make sure that annual events like "Touch-A-Truck get priority scheduling for riverfront. Mayor Bill Wescott reminded that additional language needs to be added to Riverfront Policy & Contract	No action
7 Committee Member Items	Aldermen Schuneman reviewed Facebook posted. No Mention of Rock Falls. Motion by Aldermen Schuneman and seconded by Aldermen Kulhemier to change promotion information from Sterling to Rock Falls as the Hennepin Canal starts in Rock Falls, IL	The motion was unanimously approved
	Aldermen Schuneman would like the committee to address signage coordination for trails, tourism etc.	No action