



City of Rock Falls Tourism Committee Meeting Minutes

Date: 11-8-2016

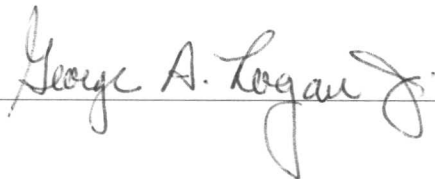
Time Meeting Started: 9:30am

Time Meeting Ended: 10:45am

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	a	Diane Bauseman	p
Jessica Vandersnick – Days Inn	a	Rhonda Reese	p
George Monaco – Country Inn & Suites	p	Diane Bauseman	p
Hotel Representative	a	Building Inspector Mark Searing	p
Tourism Director - Janell Loos	p		
Chamber Board Rep – Keri Olson	p		
Mike Sterba	a		

Topic	Discussion	Plan of Action
1. Call to Order @ 9:30 a.m. – Chairman Logan	Meeting was called to order	Meeting begins at 9:30pm
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 Keri Olson.	The minutes were approved unanimously.
4. Old Business a. Louie Bellson Drum Display	Tourism Director Janell Loos informed the committee that Rahn Boesen was helping find information for sponsors of the drum set display. Mayor Wescott mentioned that there will be a Louie Bellson Day during the Sesquicentennial Celebration, and he would like to see the drum set displayed there.	No action
5. Updates: a. Blackhawk Waterways – Dianne Bausman	Diane Bauseman would like to add the sesquicentennial events to her Visitor Guide. It will be published early February. Mrs. Bauseman reported that Blackhawk Waterways has approved 12 grants. Alderman Schuneman asked about tracking social media. The Governor’s Conference on Tourism will be held in March.	No action
b. Chamber Update – Keri Olson	Mrs. Olson gave a Hometown Holiday update, and informed the committee that there will be a new \$1000 giveaway involving drones flying to and from the North Pole to deliver the winning name near the love light tree.	No action
c. Director Janell Loos	Mrs. Loos reported that she has been working with Gary Camarano from Whiteside County to develop a Northwestern Illinois Film Office. She attended a Leaders in Economic Development Conference. An RRTI meeting was held at the canal house in Rock Falls the group came up with a “Chocolate Trail Turtle”. Frank Scheir has been diagnosed with brain and lung cancer. There will be a benefit held for him on November 9 th . The next meeting for the RRTI is January 19 th in Beloit. Dir. Loos presented the “Twin Cities Treasure Tour” rack cards which cost \$399.00 for 4000 of them. Dir. Loos will be creating a “Bridge the Community Package” to attract 10K runners to stay and enjoy the area. This will try to be tied to the Fiesta Day activities, soccer tournament, taste, and parade. All of these events will be held on the same weekend. The Website has been having good numbers for new and returning visitors. Room Blocks are available on the website for the Sesquicentennial Celebration, Hometown Holidays, and Thanksgiving. Director Loos has been working with Administrator Blackert on the brochure for memorial benches and trees.	No action

d. Tourism Grants Update	Director Loos has been working with Dave Buchen from Sauk Valley Community College to make applications available online, and trackable. A checklist for the application has been created. The application will need to be revised to accept online applications, and to not require that the eligible applicant is recognized by local government.	Tabled
e. Review of Funded Grants 2016	The Committee reviewed the FY payouts, and the amounts available in each of the grants. The Blackhawk Firefighter Association submitted an event grant application. The Committee reviewed the application, and mentioned that this is a one-time Rock Falls training event. The event usually does not require hotel stays other than for the teachers. The event is not open to the public. A motion to deny the application was made by Alderman Schuneman, and second by Keri Olson.	The motion to deny the application was approved unanimously.
f. Façade Grant Program Update	Inspector Searing reported that there should be two more façade grant applications coming before the end of the fiscal year.	
6. New Business: a. Sesquicentennial Celebration funding	Mayor Wescott informed the committee that the Sesquicentennial Committee has been meeting for 4-5 months. The Committee would like to establish a budget, and the funds left over from the 125 th celebration were moved to be used to the 150 th . The Sesquicentennial Committee needs funds to begin marketing, and promotion of the event. The Mayor asked that \$20,000 be transferred to the Sesquicentennial Fund. It will need to purchase items to be sold to raise money for the event. All expenditures will be accounted through the City for the fund, and any expenditures above \$5000 will need to be approved by vote through the Council. Alderman Kuhlemier stated that many hotel rooms will be used for reunions, and visitors that week. It may be similar to the Midwest Band competition that used to be held in Rock Falls. A motion to approve the transfer of funds was made by Alderman Kuhlemier, and second by Alderman Logan	The motion was approved unanimously.
7. Committee Member Items	The Committee would like to have "Hotel Updates" to the agenda to give the hotels a change to express any concerns, or to inform the committee of events that they may not be aware of. The next meeting will be held on December 12 th at 9:00am	The item will be added to the agendas.
8. Adjournment	With nothing else for the good of the committee, the meeting was adjourned at 10:45am	Meeting ends at 10:45am

 Committee Chairman