



City of Rock Falls Tourism Committee Meeting Minutes

Date: 12-12-2016

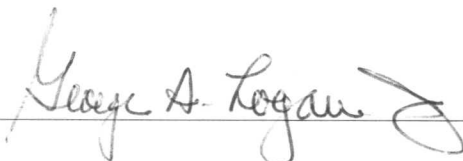
Time Meeting Started: 9:07am

Time Meeting Ended 10:41am

Members		Also Attended	
Alderman Logan – Chairman	X	Mayor Wescott	X
Alderman Kuhlemier		Administrator Blackert	X
Alderman Schuneman	X	Clerk Arduini	X
Amy Poci – Holiday Inn Express & Suites	X	Diane Bausman	X
Jessica Vandersnick – Days Inn		Rhonda Reese	
George Monaco – Country Inn & Suites	X	Mark Searing	X
Hotel Representative			
Tourism Director - Janell Loos	X		
Chamber Board Rep – Keri Olson	X		
Mike Sterba	X		
Also Attended			

Topic	Discussion	Plan of Action
1.Call to Order @ 9:07 a.m. – Chairman Logan	Meeting was called to order	Meeting begins at 9:07am
2.Audience requests	None	
3.Read and approve minutes from the September 13th, 2016 meeting.	Minutes were reviewed by the committee. A motion to approve the minutes was made by Alderman Schuneman and second by Keri Olson	Minutes were approved unanimously.
4.Old Business: a.Approve revised Marketing Grant Application b.Approve revised Event Sponsorship Grant Application	The committee reviewed the grant application. Keri Olson pointed out that for a \$250.00 grant, the application is 12 pages long. Some people who want to apply for the grant do not have staff members, time, or knowledge to fill all of this out. It may allow some good tourism ideas to not be funded due to it being too daunting. The financial sheet will need to be done because it is tax payers' money being spent. There was discussion on specific changes to sponsorship requirements.	Director Loos, and Keri Olson will meet for changes to the applications.
c.Subcommittee for Marketing/Event Sponsorship Grant Applications	Dir. Loos would like to form a subcommittee for reviewing applications.	Dir. Loos will check with the following for their availability on the subcommittee. George Logan, Amy Poci, Diane Bausman, Brian Tribbley, Janell Loos.
5.Updates: a.Blackhawk Waterways – Dianne Bausman	Diane Bausman urged the committee to review last year's visitor guide and let her know of changes and updates needed. Funding paperwork for the BWCVB has been approved by the state. The City of Rock Falls received a grant for the "Treasure Tour" rack cards. There will be a presentation about promoting tourism to millennials at the Governor's Conference on Tourism.	No action
b.Chamber Update – Keri Olson	Keri Olson reported that Hometown Holidays went well. One family received \$1000 even though the weather would not allow the drone to deliver the winning ticket. There were 1800 kids at the bank for the "Frozen" event upstairs at US Bank. All of the events were well attended. A date for the Chamber annual meeting has not yet been set. Mrs. Olson will be speaking at the quarterly meeting on January 24 th .	No action

	Big Cat Quest, and Summer Splash will be back at the riverfront on the same weekend this year.	
c. Director Janell Loos i. Bridge the Community 5K/10K Race	Director Loos is on a subcommittee for the Bridge the Community 5K / 10K. The group has a goal for 500 runners for the 5 th year. She has been working with Chicago running clubs and working regionally to promote the event. Mayor Wescott stated that the amount of volunteers for the race is lessened by the Fiesta activities happening the same day, and it may have more support on its own weekend. Alderman Logan noted that the Fiesta parade has a long tradition in Sterling and Rock Falls, and has always been around the same time every year.	Mayor Wescott, and Alderman Logan will speak to Jack Spencer about the idea of the race being on its own weekend.
ii. Northwest Film Office	Dir. Loos has been working with Gary Camarano and Cathy Foss slowly filling in information to make a one stop shop for potential film makers to shoot in northwest Illinois. Most of the state focus is on Chicago and Galena.	No action
iii. Twin Cities Treasure Tour	Director Loos informed the committee that the rack cards are printed and being distributed. She has made google maps of the shops. Mayor Wescott informed her of a new shop opening up on Route 30.	No action
iv. Social media	The visit Rock Falls Facebook page has been dropped by Google and Facebook in favor of the "things to do in Rock Falls" site. Director Loos has been working with Facebook and Google to fix this.	No action
v. Tourism Packages & Deals	Director Loos reported that the Thanksgiving and Hometown Holiday packages were not well received, She would like to work with the hotels on Winter packages.	No action
d. Tourism Grants Update i. Percussion Palooza Pre-Screening Application	The Committee reviewed the application. A motion to approve was made by Mike Sterba, and second by Jim Schuneman.	The motion was approved unanimously.
e. Façade Grant Program Update	Inspector Searing reported that there have been no new applications submitted.	No action
f. Hotel Updates	No new news	No Action
6. New Business: a. Illinois Governor's Conference on Travel & Tourism 2017	Director Loos reported that the conference will be held March 19 th – 22 nd . Anyone interested in going will need to let her know by December 22 nd , 2016.	No Action
b. Bass Pro Shops Big Cat Quest	The Bass Pro Shops contract was emailed, and the event will be July 8 th and 9 th . The fish tank semi-truck was discussed, and this year is probably not going to work for that display at a cost of \$5000. The committee would like to see the number of rooms comped by lowered considerably. Director Loos will contact Sterling Park district for possible bleacher use.	The amended contract will be sent to council for consideration. There is a \$5000.00 deposit for the event.
c. BWCVB Visitors Guide Ad	The City of Rock Falls has the back page spread in the Visitor's Guide. This is a magazine with a large distribution. The cost to keep the ad located there is \$3750.00. A motion to approve was made by Keri Olson, and second by Alderman Schuneman.	The motion was approved unanimously.
7. Committee Member Items	Alderman Schuneman informed the committee that he had recently took a trip to Iceland, and they are very focused on Tourism. The place almost runs out of space to keep tourists. He would like to learn from them, and have a possible sister city.	No action
8. Adjournment	With nothing else for the good of the committee the meeting was adjourned at 10:41am	Meeting ends at 10:41am



Committee Chairman