City of Rock Falls
Tourism Committee
Meeting Minutes

Date: 4-11-2017 **Time Meeting Started: 9:00am** **Time Meeting Ended: 10:17am**

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
Days Inn		Rhonda Reese	
George Monaco – Country Inn & Suites	p	Brian Tribley	P
Hotel Representative			
Tourism Director - Janell Loos	p		
Chamber Board Rep – Keri Olson	p		
Mike Sterba			
Also Attended			

Topic	Discussion	Plan of Action
1.Call to Order @ 9:00 a.m. – Chairman Logan	Meeting was called to order at 9:00am	Meeting begins at 9:00am
2.Audience requests	None	No action
3.Read and approve minutes from the March 14th, 2017 meeting.	The minutes were reviewed by the committee, a motion to approve the minutes was made by Alderman Schuneman, and second by Keri Olson. The motion passed unanimously.	Minutes approved
4.Old Business: a.RB&W Events Application Packet- revisions	The committee reviewed the revised packet. A motion to approve it to be sent to the Public Property Committee was made by Alderman Schuneman and second by Amy Poci. The revisions were approved unanimously.	The revised packet will be sent to the Public Property Committee for approval.
b. "Elwood" discussion	Mayor Wescott informed the committee that John Watts is the contact person for Elwood.	No action
5.Updates: a.Blackhawk Waterways – Dianne Bausman	The new visitors guide has shipped to kiosks and welcome centers. The website has a new facelift. The State Tourism office is looking for hi-res photos (1920x1080) along with 350 word write-ups for local businesses and events. The Dixon Area Business Alliance will be hosting an event on April 20th at the "next picture show" in Dixon. The annual dinner will be held in Savanna on August 24th. The Grand Illinois Bike Tour will be bringing over 200 bicyclists to the area on June 15th. The Holiday Inn is nearly filled from this event. The cyclists would like restaurant guides for the area.	No action
b.Chamber Update – Keri Olson	The US Chamber will be having a luncheon on April 13th. Spring Bingo March 25th . Spring Garage Sales will be held May 19th-21st.	No action
c.Director Janell Loos i.Northwest Illinois Film Office	Dir. Loos presented the committee with a tentative Film Office budget. TDG has quoted $3000.00 to develop a Film Office website. Gary Camarano is consulting with attorneys for the startup of the office. They will be looking for people and students to take pictures for a "look book". The State film office needs information from NW Illinois. They are excited about it, and will schedule another meeting for local communities at SVCC. Mayor Wescott suggested information be made available for an NW Illinois Mayor's meeting.	No action

ii.Bass Pro Shops Big Cat Quest	Dir. Loos presented a schedule of events, and a list of needed volunteers. The giveaway bags were too small last year, and have the old logo on them. Director loos presented some sample bags for this year. Dir. Loos had reached out to the Sterling Park District about renting bleachers for seating at the Fishing tournament. Mayor Wescott mentioned that the bleachers would need to be placed on concrete, and volunteers will need to help people climbing up and down. A motion was made by Alderman Schuneman to approve renting the bleachers, and second by Alderman Kuhlemier. The motion passed unanimously.	The committee approves renting bleachers from the Sterling Park District.
iii.Pink Heals	Halo had supplied some sample bags to be given away with pink logos to the people visited during the Pink Heals tour. Area hospitals will cover all of the items in the bag.	No action
iv. Sesquicentennial Event: Beard Growing Contest.	The competition will allow shaved styles, trimmed, or touched up at the barber shop. Registration is at 3 barber shops.	No action
v.Rock Falls Visitors Guides	Director Loos presented the committee with sample visitor guides. It was suggested that the name be put in the top 3rd of the cover to allow it to be seen in the racks.	No action
d.Tourism Grants Update i.Outdoor Adventure Fest Full Application recommendation	The committee reviewed the sub-committees recommendations, and with the rubric scores a motion was made by Alderman Schuneman and second by Alderman Logan to approve the $500 grant. The motion passed unanimously	Approval of the Tourism Grant to the YMCA for $500.00
e.Façade Grant Program Update	No report	No action
6.New Business: a.Signage entering Rock Falls	Alderman Schuneman would like to officially adopt the new Tourism logo. He would like to see the signage at the entrances to the City changed to the new design. The City is changing, and these signs would be a step in the right direction. Brian Tribley said that the current signs are in bad shape. Adm. Blackert said that if the I-88 sign is changed, it will need to say "Gigabit City" The City will need to solicit prices for the new signs.	No action
b.Eat & Explore Cookbook	Dir. Loos presented a sample cookbook that will be for sale in bookstores and gift shops across Illinois. 8000 – 10,000 copies will be produced. A motion was made by Alderman Kuhlemier, and second by Alderman Schuneman to approve advertising in the Cookbook ad in the amount of $395.00. The motion passed unanimously.	Approval of the advertisement
c.Parade float	Dir. Loos approached the committee about building a float for the area parades. Alderman Kuhlemier mentioned that the City entered area parades during the 125th Anniversary. The float does not have to be extravagant, but it should show well. The project would need sponsors and volunteers. Possibly civic organizations, and Churches to help build the float. Adm. Blackert informed the committee that there are places that rent floats.	No action
7.Committee Member Items	Alderman Kuhlemier appreciated the help at the Governor's Conference. The next meeting will be held on May 9th at Country Inn and Suites at 9:00am	No action
8.Adjournment	With nothing else for the good of the committee, the meeting was adjourned at 10:17am	Meeting ends at 10:17am

George A. Logan Jr. Committee Chairman