



City of Rock Falls Tourism Committee Meeting Minutes

Date: 9-13-2017

Time Meeting Started: 10:00am

Time Meeting Ended: 12:03

Members		Also Attended	
Alderman Schuneman – Chairman	p	Mayor Wescott	
Alderman Kuhlemier	p	Administrator Blackert	p
Park District Rep. – Mike Sterba	p	Clerk Arduini	p
Brian Tribley	p	Diane Bauseman	
Tourism Director - Janell Loos	p	Rhonda Reese	
Chamber Board Rep – Keri Olson	p	Hotel Representative- Amy Poci	p
		Charles Yost	
Also Attended			

Topic	Discussion	Plan of Action
1.Call to Order @ 10:00am – Chairman Schuneman	Meeting was called to order.	Meeting begins at 10:00am
2.Audience requests	None	No action
3.Read and approve minutes from the August 18th, 2017 meeting.	The minutes were reviewed by the committee	Minutes approved
4. Old Business: a. Signage entering Rock Falls	The committee discussed the options that were presented at the previous meeting by Mr. Gragert. They would like to see the sign without stones at the bottom used. The first one may be placed on the west side of the Route 30 Rock River Bridge as the City limits are on the other side of the river. The committee would like the Eagle and “Welcome to Rock Falls writing on the main sign. They would like it to be aluminum rather than vinyl. The “Gigabit City” portion below should be elongated to the same size as the rest of the sign. It should also be removable to be updated if needed.	Adm. Blackert will contact IDOT concerning Route 30 placement, and Mr. Gragert for costs.
5. Updates: a. Blackhawk Waterways - Dianne Bausman	The report from Mrs. Bauseman was reviewed by the Committee	No action
b. Chamber Update - Keri Olson	Mrs. Olson gave a Fall schedule to the Committee members.	No action
c. Director Janell Loos-Pink Heals -Bridge the Community- Northwest Illinois Film Office Event Sept 20th	There have been more and more supporters adding items for the Pink Heals bags to be given away at the tour. There are four Pink Parties this year. The dinner will be held at the Holiday Inn Express and Suites. Ms. Loos reported that the topography of the RB&W Park makes it difficult to set up vendor pads. She asked the Park District for extra garbage cans, and picnic tables. The Bridge the community 5K-10K will be using the stage at the amphitheater to display artwork. Walgreens will be setting up a photo booth. The Northwest Illinois Film Office will be hosting an event at Sauk Valley Community College on September 20 th . Ms. Loos shared the new Eat and Explore Illinois Cookbook.	No action

	<p>The South of the Rock organization wants to hold another beer garden on October 14th, 2017. Director Loos will make sure if it is approved, all of the department heads are given the information for needs, and inspections.</p> <p>The Hennepin Hundred is going to be held on October 7th and 8th this year. There was much discussion about the starting point and lack of inclusion with Rock Falls for the event.</p>	
e. Facade Grant Program Update i. Facade Grant Application-General	<p>Ms. Loos reported that the façade grant has been very busy, and they will be distributing all of the available funds this year. Alderman Schuneman stated that there were discussions to eliminate the grant, but at this point, it will remain funded.</p> <p>The marketing Grant has not been used this year.</p>	No action
1. Streetscape plan for downtown area	Brian Tribley will work on the streetscape when he knows that the funds are available to provide benches and trash receptacles along West 2 nd Street.	No action
f. Hotel updates	Amy Poci remarked on the amount of weeds growing up along Route 40's sidewalks in front of the businesses. It is the landowners' responsibility to maintain that, and the Street department did spray earlier in the year. It may need to be sprayed more often as it looks trashy.	No action
6. New Business: a. Insurance at City owned parks.	Clerk Arduini informed the committee that he has spoken to MICA numerous times, and with Jim Reese concerning the parks. Nonprofit park users will never use the parks if they are required to purchase insurance.	The insurance requirement will have to be sensible.
b. Annual Sculpture Exhibition- Charles Yost, BFA, MA, MFA	<p>Mr. Charles Yost was introduced by Mayor Wescott. He is a Chicago based sculptor who was born in Morrison, IL. Mr. Yost stayed at the Holiday Inn and was impressed by the RB&W District Park.</p> <p>Mr. Yost gave a PowerPoint presentation about an idea of having a sculpture show in the park next September. The sculptures would remain in the park for one year. Mr. Yost would be the curator, and help place the sculptures throughout the park. He stated that the space allowed in the park would be big enough for 20, but he suggests that the City would begin with ten sculptures for the first year.</p> <p>A similar event happens annually in Decatur Indiana, and has been growing larger each year for the past 6 years.</p> <p>There would be costs to the city including a stipend, and accommodations for the artists when they come for the unveiling and reception. It is a good way for residents to speak with the artists when their pieces are placed. The event could get sponsors to help fund the event. Decatur Indiana now in their 6th year has more sponsors that they do artists.</p> <p>The sculptures can range from 8 to 18 feet tall, and will require anchoring to the ground. The largest concrete pad would be 4' by 4'. Much of the work is made of aluminum and stainless steel.</p> <p>Mr. Yost anticipates 5-6 along the riverfront path, and the other pieces throughout the park.</p> <p>Alderman Schuneman stated that he is excited, and is glad that Mr. Yost came to give the presentation. Other events such as Bridge the Community could tie in with this.</p> <p>Alderman Kuhlemier feels that it would be a good accent to the riverfront park, but it will take some selling.</p> <p>Director Loos stated that his is a direction that they had already been heading and combining it with Bridge the Community makes sense. Mayor Wescott added that the Bridge the Community run has been considering changing their weekend.</p> <p>Mike Sterba considered the cost for artists \$20,000, and installation could be a total of around \$36,000.</p> <p>Keri Olson asked what the cost of purchasing a sculpture would be. Mr. Yost explained that they can run anywhere from \$10,000 to \$30,000.</p> <p>Mr. Yost stated that there can be a best in show award judged by community sponsors, with prizes given. He stated that smaller venues such as ours have a larger impact for viewers.</p> <p>Brian Tribley had concerns about mounting, and cost.</p>	Tabled

	The artists provide certificates of liability insurance, but there may be added costs for the City's liability for damage, or vandalism.	
7. Committee Member Items	<p>Alderman Kuhlemier stated that the City does not get respect from the state because our Tourism Department is not a certified convention and visitors bureau. He would like to see the Tourism Department certified as a CVB to get access to more grants and fund to bring people to the area.</p> <p>Amy Poci discussed the hotel tax amount for the City of Rock Falls. It is far less than other Illinois communities.</p>	The hotel tax discussion will be added to the next meeting agenda.
8. Adjournment	With nothing else for the good of the committee the meeting was adjourned at 12:03pm.	Meeting ends at 12:03pm



Committee Chairman