



City of Rock Falls Tourism Committee Meeting Minutes

Date: 10-11-2017

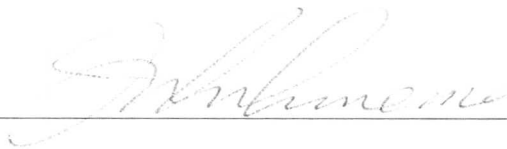
Time Meeting Started: 10:00am

Time Meeting Ended: 11:53am

Members		Also Attended	
Alderman Schuneman – Chairman	p	Mayor Wescott	
Alderman Kuhlemier	p	Administrator Blackert	
Park District Rep. – Mike Sterba		Clerk Arduini	
Brian Tribley	p	Diane Bauseman	
Tourism Director - Janell Loos	p	Rhonda Reese	
Hotel Representative		John Gragert	p
Chamber Board Rep – Bethany Bland	p	Gene Klock	p

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 September 13th, 2017 meeting.	A motion to approve the minutes was made by Alderman Kuhlemier, and second by Brian Tribley	Motion carried
4. Old Business: a. Signage entering Rock Falls	John Gragert presented new designs to the committee per its request. A discussion was held about the design and placement of the sign on route 30. The Committee decided to recommend that if possible, 2 signs be placed on route 30 at the Eastern and Western edges of town. It was decided to have a new design emailed to the committee and to get input from the City Administrator as to the placement of the sign on the Western edge of town. Mr. Gragert pointed out that his bid did not include the cost of new posts for the Western sign.	Tabled
b. Charles Yost sculpture exhibit discussion.	The committee discussed the pros and cons of the proposal from Mr. Yost. The costs and funding options were primary considerations. The committee decided to continue the discussion at the next meeting.	Tabled
5. Updates: a. Blackhawk Waterways – Dianne Bausman	Dianne reported on recent meetings including the NW Illinois Film Office workshop at Sauk Valley College on September 20 and the groundbreaking at White Pines. She also reminded the committee of the upcoming Blackhawk Hills Regional Council Summit at Timber Lake Playhouse in Mt. Carroll on October 27th and the Illinois Governor's Conference in Chicago on February 26 – 28.	No Action
b. Chamber Update	Bethany Bland reported: A business after hours at the Holiday Inn Express October 26 from 5 - 7. Trick or Treat downtown October 27 from 4 - 6 A kickoff event for the Chamber's Young Professionals program. She is very excited about the program and has received positive feedback from the business community.	No action
c. Director Janell Loos	Janell reported on the Pink Heels event. The committee discussed some pros and cons from the event. It was decided that the heat played a significant role in keeping the attendance down. Suggestions were presented to help improve the attendance at the Riverfront. A biannual approach was also discussed as coordinating the event to coincide with the National tour.	No action
d. Tourism Grants Update	No report	No action

e. Façade Grant Program Update	The Façade Grant Committee recommended The Cooler - \$800.00 -and Judy Randall - \$2695.00 applications be approved. A motion was made by Alderman Kuhlemier, and second by Brian Tribley. Motion Carried	Façade Grants are approved.
	Revisions to the Façade Grant Applications and Façade Grant funds were made by the Façade Grant Committee The Changes included: 1. Façade Grant applications: Changes include allowing owners to make multiple applications per year to a maximum of \$5000.00. The approval of one application does not guarantee future approvals. 2. To speed up the process, Façade Committee may review and approve applications with final reimbursement approval left to the Tourism Committee. 3. The Façade Grant Committee recommends using unused funds to finance beautification projects in targeted areas. A motion to approve the changes was made by Alderman Kuhlemier, and second by Brian Tribley.	Motion carried, changes will be sent to Council for approval.
f. Hotel Updates	No report	No action
6. New Business: a. Approval of Nicole Arduini as intern for Rock Falls Tourism	A motion was made by Alderman Kuhlemier, and second by Bethany Bland to approve Nicole Arduini as an unpaid intern for Rock Falls Tourism.	Motion carried, recommendation will be sent to Council for approval.
b. Approval of the RB&W District Park Permit – Peace Prayer and Reconciliation	Mr. Gene Klock presented his petition for approval by the committee. A motion to approve the permit was made by Alderman Kuhlemier, and second by Bethany Bland	Motion carried
7. Committee Member Items	The committee discussed ways to streamline the permitting process including allowing Janell latitude in approving events that don't involve the Police and/or Street Departments.	Adopt recommendations regarding streamlining the permit process for certain events at Rock Falls City Parks
8. Adjournment	With nothing else for the good of the committee, the meeting was adjourned at 11:53am	Meeting ends at 11:53am.

 Committee Chairman