



City of Rock Falls Tourism Committee Meeting Minutes

Date: 11-8-2017

Time Meeting Started: 10:00am

Time Meeting Ended 12:10

Members				Also Attended	
Alderman Schuneman – Chairman	p	Mark Searing	p	Mayor Wescott	p
Alderman Kuhlemier	p	Brian Sisson	p	Administrator Blackert	p
Park District Rep. – Mike Sterba	p	Rene Sotelo	p	Clerk Arduini	p
Brian Tribley	p	Kendra Sotelo	p	Diane Bauseman	p
Chamber Board Rep – Bethany Bland	p	Barb Lamb	p	Nicole Arduini	p
				Tourism Director - Janell Loos	p

Topic	Discussion	Plan of Action
1.Call to Order @ 10:08am – Chairman Schuneman	Meeting was called to order	Meeting begins at 10:08am
2.Audience requests	None	No action
3.Read and approve minutes from the October 11th, 2017 meeting.	The minutes were reviewed by the committee.	Minutes approved
4.Old Business: a.Welcome to Rock Falls sign discussion	Tourism Director Janell Loos reported that she had submitted the sign and location for the West Route 30 sign to IDOT for approval. Because it will sit in the right of way on the west side of the Route 30 bridge, it will be approved locally at the Dixon IDOT office. In speaking with IDOT they felt that it was the perfect spot. There was much discussion about the addition of solar lighting to the sign to avoid running a new service and monthly costs. There was discussion concerning of which account will pay for the sign. Alderman Kuhlemier remarked that it is a function of tourism as it is not for the benefit of the residents, but it is for people from outside the area. A plain jane one with population could be installed by IDOT if there were to be no cost. He recommends it paid for by Tourism. A motion to approve the purchase of the first sign not to exceed \$3000 was made by Alderman Kuhlemier, and second by Brian Tribley.	Motion carried.
b.Sculpture discussion	Mayor Wescott spoke about the artist who had visited the Committee concerning adding sculptures to the RB&W District Park. The cost is \$2000 per artist, and he had suggested to begin with 10 pieces. This would be a total of 20,000 and an additional \$15,000 for hotel expenses of the opening, and installation equipment. The show has been successful in Decatur Indiana, and has grown over the years. To help with the costs, booths could be sold for the opening event which could be used by local artists. A possible wine tasting, A jazz concert could also be part of the ceremony. Sauk Valley Community College is willing to help with writing a grant, but the grant period has already closed. Donations could be solicited, and Mayor Wescott is willing to reach out to some of the local foundations who may have an interest in bringing this event to town. The presenter of the show would like to have an answer by mid- November. Alderman Kuhlemier stated that there was recently a TV show about small towns and sculptures. It would also be a good thing for developers to see when they are in town looking at sites for their business. Director Loos noted that Rock Falls would be located in between Morrison and Dixon who are also working towards more art in their towns. She also informed the committee of a design presented to her by John Gragert.	Mayor Wescott will ask Mr. Yost for another month, solicit for funding and come back to the committee.

	<p>Bethany Bland asked how we would market the event and sculptures. Mayor Wescott explained that marketing to Chicago and artists would be done by the Mr. Yost, and locally we would be doing the marketing.</p> <p>Mayor Wescott stated that the pieces are insured by the artists, and there is no costs to the City for that.</p> <p>Mike Sterba spoke about where else has it been done, and if the city would be in competition with other places for the sculptures. There may be sculptures elsewhere, but not from this group of Chicago artists.</p> <p>There was discussion about the placement of the sculptures, which can be located around the park to not affect any of the other amenities. They are to be mounted on a 4' x4' concrete slab 6" deep.</p>	
<p>5.Updates: a.Blackhawk Waterways – Dianne Bausman</p>	<p>Dianne Bausman reported that their website has been busy.</p> <p>The Governor’s conference on Tourism is coming up.</p> <p>They have begun to solicit advertising for the 2018 visitor’s guide, and it will have a kayak on the cover. If the sculpture exhibit is realized it may be featured in the guide. Diane spoke about how hotels in small towns are at a disadvantage because the hotels in the large towns can charge a higher hotel motel tax to further promote more hotel stays. Mayor Wescott has sent letters to Senator Anderson, and McCobie to sponsor an amendment to allow for higher local hotel motel tax rates in non-home rule communities.</p>	No action
<p>b.Chamber Update – Bethany Bland</p>	<p>This will be the 30th anniversary for Hometown Holidays. Alex Fischbach and other performers will be playing at the Love light tree from 6:00pm – 8:00pm. There will be two stages set up. More businesses have contacted the Chamber about the event this year, and they contacted the Chamber earlier this year. Bingo will be held on November 16th.</p> <p>Summer Splash will be held June 22nd and 23rd. It will be moving to an event more like Hometown Holidays.</p>	No Action
<p>c.Director Janell Loos i.Convention and Visitors Bureau discussion</p>	<p>Director Loos reported that the State of Illinois is not accepting any new applications for CVBs. The Tourism department could become a member of the ICVBB for \$1500 /year. This discussion has come about due to the fact that we are in the Great River area instead of Chicago area, yet we are too far away from the Mississippi to gain any marketing. This leaves Rock Falls out of funding opportunities from the State of Illinois.</p>	No action
<p>e.Façade Grant Program Update</p>	<p>Lotus Wellness and Spa will be submitting a grant application</p> <p>Touch of Thai II has went beyond the extension to file. They have a new awning, and should re-apply for the next year.</p> <p>The Judy Randall Building is being painted</p> <p>The Cooler is working on an application.</p>	No action
<p>f.Hotel Updates</p>	<p>A speaker at the Regional Economic Summit called out Rock Falls and Sterling as well as General Manager Amy Poci as “Doing it Right” for the joint business after hours that was held at the Holiday Inn Express and Suites. This was presented to a group of economic developers.</p>	No action
<p>6.New Business: a.Approval for improvements to band shell, security light for back door and beautifying the park for future events.</p>	<p>The Veterans Park Band Shell was hurt by recent vandalism. Brian Tribley and his group worked to get it cleaned up and painted. The Tourism Department would like to see it used more often, and for more people to utilize the park. Lighting is going to be soon replaced at the park. There was discussion about moving some of the uptown planters to the park to help beautify the park. It is also becoming too much work for the Firehouse ministries to water over 100 planters around town without more volunteers. Having them in the park would help in both ways. Bethany Bland explained that the Community Improvement Committee orders the planters, pays for the flowers and replaces them when they are broken.</p> <p>Larry McCormick will have evergreens for some of the planters.</p>	No Action
<p>b.Approval of the RB&W District Park Permits i.Sunday June 24th 2018 - Tri-Church Worship</p>	<p>A motion was made by Brian Tribley and second by Mike Sterba to approve the permit for the Tri-Church Worship on Sunday June 24th, 2018.</p>	Motion carried.
<p>ii.South of the Rock Summer Series (3 events) Saturday June 16th 2018 event</p>	<p>A motion was made by Mike Sterba, and second by Brian Tribley for the approval of the June 16th South of the Rock Summer Series event. Members of the “South of the Rock” organization attended and informed the committee that they would be hosting 3 events. June 16th, August 4th, and September 1st.</p> <p>June 16th 2018 “Taste of Rock Falls” they would like to host it at either the Lovelight parking lot or RB&W District Park.</p>	<p>Motion carried</p> <p>The issue of allowing alcohol into the RB&W</p>

<p>ii. South of the Rock Summer Series (3 events) Saturday June 16th 2018 event has been secured.</p>	<p>A motion was made by Mike Sterba, and second by Brian Tribley for the approval of the June 16th South of the Rock Summer Series event. Members of the "South of the Rock" organization attended and informed the committee that they would be hosting 3 events. June 16th, August 4th, and September 1st. June 16th 2018 "Taste of Rock Falls" they would like to host it at either the Lovelight parking lot or RB&W District Park. August 4th 2018 "Rock Falls Days" This event would be similar to the Sesquicentennial Event, and the promoter of the craft show has already been contacted. September 1st 2018 is a labor day event. The group would like to be able to use the RB&W District park for events, and have a beer garden with bands there. They feel it would be a nice way to show off the new park. Director Loos stated that most of the events that are contacting the Tourism Department are asking about the ability to have alcohol in the park. Mayor Wescott stated that there are many things to consider including the effects on the hotel and Police. Kendra Sotelo mentioned that during the Sesquicentennial, families wanted to allow children in to the beer garden area as other towns have done, and the group would like it to be more family friendly.</p>	<p>Motion carried</p> <p>The issue of allowing alcohol into the RB&W District park will be sent to Ordinance for consideration.</p>
<p>iii. Saturday September 22nd, 2018 - The Taste of Fiesta</p>	<p>Motion was made by Alderman Kuhlemier, and second by Mike Sterba for the approval of the Taste of Fiesta Event on Saturday September 22nd, 2018.</p>	<p>Motion carried</p>
<p>7. Committee Member Items</p>	<p>Amy Poci from Holiday Inn asked if the hotels may have a voting position on the committee. After much discussion concerning attendance and quorums, the Mayor shall be asked to appoint the Hotel Member of the Committee on a yearly basis.</p>	
	<p>Mike Sterba thanked the City for help with removing the lights at the Dillion Park and Wallingford Park baseball fields. The lights were from 1976, and the new ones are LEDs from Musco which is a very good lighting company. Amy Poci informed the committee that spider webs on the RB&W lights are an issue.</p>	<p>No action</p>

 Committee Chairman