



## City of Rock Falls Tourism Committee Meeting Minutes

Date: 12-13-2017

Time Meeting Started: 10:05am


Time Meeting Ended: 11:49am

Members		Also Attended	
Alderman Schuneman – Chairman	p	Mayor Wescott	p
Alderman Kuhlemier	p	Administrator Blackert	p
Park District Rep. – Mike Sterba	p	Clerk Arduini	p
Brian Tribley	p	Diane Bauseman	p
Chamber Board Rep – Bethany Bland	p	Nicole Arduini	p
		Amy Poci – Holiday Inn	P
		Mihir Makwana – Days Inn	P
		Tourism Director Janell Loos	P

Topic	Discussion	Plan of Action
1.Call to Order @ 10:00am – Chairman Schuneman	Meeting was called to order at 10:05	Meeting begins at 10:05
2.Audience requests	None	No Action
3.Read and approve minutes from the November 8th, 2017 meeting.	A motion to approve the minutes was made by Alderman Kuhlemier, and second by Brian Tribley	Motion Carried
4.Old Business: a.Sculpture discussion	Mayor Wescott reported that he has spoken to Mr. Yost and potential funders of the project. The last possible time to commit for a sculpture installation in 2018 would be by the end of January. Funders are looking at the request. If the City does attain a grant a special meeting can be called to move forward. Most of these grants are funded a year ahead of time.	Tabled
5.Updates: a.Blackhawk Waterways – Dianne Bausman	Mrs. Bauseman reported that the website has been gaining traffic thanks to some new video and photos that were produced by a film crew. The images and video are available for Rock Falls Tourism to use. She thanked Rock Falls for advertising in the Visitor Guide. Adm. Blacker asked if the Hennepin Canal could be added to the Hike and Explore section of the website.	No action
b.Chamber Update – Bethany Bland	Mrs. Bland reported that Hometown Holidays was a great success even though the weather forced some changes. Newcomers to the event were surprised by how much the businesses gave away. The Young Professional Collective has been a success to bring people together. In 2018 the idea will be expanded to home based businesses, marketing, and non-profits. The Chamber Annual Meeting is on February 22 <sup>nd</sup> , “Shoulder to the Wheel” nominations need to be in by February 1 <sup>st</sup> . A candidate’s forum for Sherriff will be held on February 27 <sup>th</sup> . Mrs. Bland informed the Committee that Summer Splash will be held June 22 <sup>nd</sup> and 23 <sup>rd</sup> . Summer Splash will be held in the Lovelight tree parking lot. The lot will need closed for set up on Thursday. Movie Night will be on Friday at the RB&W Amphitheater. The long term goal is to extend Summer Splash throughout the uptown area. 1 <sup>st</sup> Street will need to be closed for pedestrians to flow to Bowman Park. Bethany will contact the Electric Department regarding GFI usage in the Lovelight tree parking lot. Food Truck Fridays will be cancelled for this weekend. A motion to approve the Summer Splash application waiving the application fee with a \$50 electric charge at both locations was made by Alderman Kuhlemier, and second by Brian Tribley	Motion carried

c. Director Janell Loos i. Welcome to Rock Falls Sign	When Director Loos receives the IDOT approval letter she will contact John Gragert to have the sign installed weather permitting. With reflective paint, the sign should not need to be lighted.	No action
ii. Veteran's Park Update	The flags were removed because they are not lit, and were in bad shape. There was discussion about lighting them from the top of the band shell or solar lighting. Gayla Kolb has a complete list of brick purchasers, and will give it to Janell. Adm. Blackert would like to see the park's maintenance handled in the Public Property Committee, and the reservations handled by Tourism. Inspector Searing reported that the band shell lights have all been installed, and the last row of lights are now on a timer to be lit at night.	No action
iii. RB&W District Event Application-Celletti Pavilion.	Dir. Loos has added the Celletti Pavilion to the Event Application, and now gives flexibility to any size of wedding along the riverfront. Mayor Wescott would like it to be stressed that parking at the hotel is not allowed for use of the pavilion.	No action
iv. Barn Quilt Trail	Tourism Intern Nicole Arduini informed the committee that she has been travelling the county finding barn quilt owners to become part of the Barn Quilt Tour. There are 9 signed up currently including a business on Route 40. Adm. Blackert suggested a press release may help to attract more barn quilt owners.	No action
d. Tourism Grants Update	No report	No action
e. Façade Grant Program Update i. Lotus Wellness & Spa - \$5000.00 reimbursement for \$12,801.95 façade work	The committee reviewed the invoice for reimbursement from Lotus Wellness & Spa, and Inspector Searing has reviewed all of the receipts. This is a new business bringing new jobs, and they have done a nice job improving the building. A motion was made by Alderman Kuhlemier, and second by Mike Sterba to approve the grant for \$5000.00	Motion carried.
f. Northwest Illinois Film Office i. Blackhawk Waterways has pledged \$500 towards the film office. ii. Social Media-Facebook, Twitter & Instagram-like, share & follow iii. Location Releases Received/Look Book Growing	"Hunting God" is a movie that has been set to be produced in Savanna. The Office received a \$500 donation from Blackhawk Waterways. Katie will be coming back to the office over Christmas break. Whiteside County is working on adopting an Ordinance for the promotion of films, and area municipalities will be urged to as well. The Film office may be a good topic of the Northwest Illinois Mayors meeting in Rock Falls on January 15 <sup>th</sup> .	No action
g. Marketing/Advertising/Promotions i. Rock Falls Tourism Holiday Store	The Tourism Department has been promoting the Sesquicentennial items still available to be sold for Christmas. Nicole Arduini has inventoried the items. The benches and memorial trees are selling well.	No action
ii. Christmas Travel Packages	The Tourism Department has Christmas travel packages available, and an ornament is offered to guests who use the specials. There was talk about a possible booth at Bald Eagle Days in the Quad Cities. Mayor Wescott reported 24 eagles at Lawrence Park.	No action
iii. Blackhawk Waterways CVB Visitors Guide-2 page spread inside back cover	Director Loos showed the Committee the 2 page ad that will be in the visitor's guide. The ad has been changed to express the three interstate exchanges for Rock Falls off of Route 88.	No action
iv. Journal & Topics Newspaper-Travel Section: Editorial	There will be a small editorial in the Winter issue, and a larger editorial in the issue that comes out June 1 <sup>st</sup> . The publication is distributed throughout the western suburbs of Chicago.	No action
h. Hotel Updates	Mihir Makwana reported that they have 44 units still under renovation that will be available over the next year. Days in has 117 rooms total. There was talk about reporting the number of rooms available when calculating vacancy for the City.	No action

6.New Business: a.2018 RB&W Park Decorations	Pastor Brian Tribley asked about adding lights to the RB&W Park next year to go along with the lights in Bowman Park. Possible wrapped poles would look good.	No action
b.Approval of the RB&W District Park Permits	A motion was made by Alderman Kuhlemier, and second by Brian Tribley for the approval of: August 4th 2018 at RB&W Park & Amphitheater & Lovelight-Rock Falls Days & Craft Show South of the Rock Summer Series and the Sept 1st 2018 - RB&W Park & Amphitheater-Annual Bags Tournament South of the Rock Summer Series. Mayor Wescott added that they would like the August event to have a street dance one block west of last year's location. They would like this event to become Rock Falls Days. The events are not finalized, but these dates will be established.	Motion carried
	A motion was made by Brian Tribley, and second by Alderman Kuhlemier for the approval of the permit for August 4th - 5th 2018-Lower Dam Park-Bass Pro Shops Big Cat Quest	Motion carried
iv.May 4th -August 3rd 2018 -RB&W Park-Food Truck Fridays	Dir. Loos reported that these food truck days have been done in Dixon, and Florida. Musicians would be able to go through the park among the patrons. It would be a good place for a business lunch or a place for parents to take the kids. There was much discussion about the prices for pad rental for the food trucks.	Tabled
c.Discussion of the addition of a Hotel representative to the committee.	A motion was made by Alderman Kuhlemier, and second by Brian Tribley to approve the addition of representatives from Days Inn, and Holiday Inn to the Committee. These will be two year terms, and an offer will be extended to the other hotels at the end of the terms. This appointment will be from Jan. 1 <sup>st</sup> , 2018 to December 31 <sup>st</sup> , 2019.	Motion carried.
d.Visitors Guides and Advertising i.Rock Falls Visitors Guide	The Rock Falls Visitor's Guide will again be produced. The booklet is 24 pages, and Tourism will distribute 10,000 copies.	No action
7.Committee Member Items	Brian Tribley informed the committee that Pink Heals has now travelled to 45 communities since June. The lettering on the side of the truck will say "Sauk Valley Chapter" and have Rock Falls Illinois under it. Mr. Tribley gets asked where Rock Falls is, and this program gets a lot of attention for Rock Falls.	No action
8.Adjournment	With nothing else for the good of the committee the meeting was adjourned at 11:49am.	Meeting ends at 11:49am

  
Committee Chairman