




City of Rock Falls Tourism Committee Meeting Minutes

Date: 03-14-2018 Time Meeting Started: 10:10am Time Meeting Ended 11:00

Members		Also Attended	
Alderman Schuneman – Chairman	p	Mayor Wescott	p
Alderman Kuhlemier		Administrator Blackert	p
Park District Rep. – Mike Sterba		Clerk Arduini	p
Brian Tribley	p	Diane Bauseman	p
Chamber of Commerce – Bethany Bland		Janell Loos	P
Days Inn Hotel Representative (2)	p		
Holiday Inn Hotel Representative	p		

Topic	Discussion	Plan of Action
1.Call to Order @ 10:10am – Chairman Schuneman	The meeting was called to order at 10:10am	Meeting begins at 10:10am
2.Audience requests	None	No action
3.Read and approve minutes from the February 14 th , 2018 meeting.	The minutes were reviewed by the committee.	Minutes approved
4.Old Business: a.Sculpture discussion	<p>Mayor Wescott reported that Alderman Schuneman, Janell Loos, and he had met with Charles Yost concerning Rock Falls being the site of a sculpture tour. If it is approved it would be called “RB&W Art in the Park.” Mr. Yost had spoken to the artists, and some have agreed to 10 pieces at \$1000.00. The sculptures will be on display for one year. If any of the pieces are sold the Tourism Department would get 10%. The unveiling event is to be held on September 8th, 2018. The sculptures will arrive wrapped on September 7th. 4’x4’x6” concrete pedestals with beveled edges will be constructed in advance of the items arriving. The pedestals can be painted and reused. The spots picked out are on level ground for the pedestals. Other ideas for the event day were discussed.</p> <p>Alderman Schuneman added that Janell has created 4 levels of sponsorship for the event, and it will be a nice addition to the RB&W Calendar to wrap up the summer. A Sculpture Committee including Rhonda Reese will be formed, and anyone interested in serving on the committee should let Janell know.</p>	The agreement is being sent to the City attorney for review.
5.Updates: a.Blackhawk Waterways – Dianne Bausman	<p>Mrs. Bauseman reported that the Governor’s Conference was a great event. Diane Rauner had spoken about the private funds that were raised to rehabilitate the Governor’s Mansion. It will be open for tours in July. Illinois has been attracting more international travelers who spend an average of \$14,000 per traveler. Tour groups have been visiting Galena, and the Mississippi River area. The next Governor’s Conference on Tourism will be held on February 4th – 6th, 2019. Mayor Wescott added that Gary Camarano brought a delegation from China to Sauk Valley Community College. Midwest Tourism is a popular destination for the Chinese.</p>	No action
b.Chamber Update – Bethany Bland	No report	No action
c.Director Janell Loos i.May 4th, June 5th, and July 6th, 2018 – RB&W Park – Food Truck Fridays	Four food vendors have expressed interest in the event.	No action

ii. Rules for usage of RB&W Riverfront Park and Application	If alcohol is permitted in the park, additional forms will need to be made. There may be a possible wine tasting at the art show.	No action
iii. Sunkissed Music Festival 2018 – June 8th and 9th 2018	1500 tickets have been sold. All bands have signed an agreement that there will be no profanity.	No action
d. Tourism Grants Update	No applications have been turned in, but it is important to keep these grants available as the events around town grow.	No action
e. Façade Grant Program Update	No Applications	No action
f. Northwest Illinois Film Office	Janell and Diane Bauseman will be visiting the set of “Saving God”	No action
g. Marketing/Advertising/Promotions	The new billboard sign is up along Route 88. Marketing materials and sponsorship opportunities are being worked on.	No action
h. Hotel Updates	Days Inn has finished installing new carpeting in the rooms. They are currently working on the pet friendly rooms. New furniture is coming. They are still working out bike rental. Mayor Wescott informed the committee that he had received an email from Meads Bike Shop, and they would like to install and maintain a bicycle repair station along the canal. Contact information was given to the Days Inn members. Amy Poci commented that the Days Inn staff had done a great job with the Chamber Dinner. The Holiday Inn has been running at capacity.	No action
7. Committee Member Items	The Tourism budget was presented showing \$44,168.36 being taken from reserves. Administrator Blackert would like to begin looking forward on camera installation at the RB&W District Park. Mayor Wescott reported that he had spoken to Tony McCombie, and Neil Anderson about non-home rule communities being able set the hotel / motel tax at 8% instead of the current 5%. They were unwilling to introduce such legislation. The state has been working on allowing more cities to become home rule with a referendum.	No Action
8. Adjournment	With nothing else for the good of the committee, the meeting was adjourned at 11:00pm	Meeting ends at 11:00pm

 Committee Chairman