




City of Rock Falls Tourism Committee Meeting Minutes

Date: 11-14-2018 Time Meeting Started: 10:00am Time Meeting Ended: 11:19

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 of Commerce - Bethany Bland		Jed Johnson	p
Days Inn Hotel Representative			
Holiday Inn Hotel Representative			
Park District - Mike Sterba			

Topic	Discussion	Plan of Action
A.Call to Order - Chairman Schuneman	Meeting was called to order at 10:00am	Meeting begins at 10:00am
B.Audience Request	None	No action
C.Read & Approve Minutes	A motion was made by Alderman Kuhlemier, and second by Brian Tribley to approve the minutes.	Motion carried
D.Tourism Committee Updates: a.Blackhawk Waterways - Dianne Bausman	Mrs. Bauseman presented the Committee with an ad sales sheet. Diane will work with the new Tourism Director to get the ad for Rock Falls together along with a featured article on the Sculpture Park in the 2019 Visitor Guide. The Governor's Conference on Tourism will be held the first weekend of February. With a new Governor, a new Illinois State Tourism Director may be appointed.	No action
E.New Business a.Review of Event Expenses	Michelle Conklin and Nikki Arduini put together expense sheets for the major events of 2018. The Committee reviewed each event and discussed the expenses and the assets that were one time purchases. There will need to be better communication in the future. Food Truck Friday's billing needs to be executed better next year. Events will not be using the City to pass through donations and purchases. The Catfish tournament, being the first one on our own, came in costing less this year than in previous years. Art in the Park was costly, but the City now has the concrete work finished for future years. There was much discussion about the art which is for sale while it is on display here. There was much discussion about how the Chicago art group decides what sculptures will be featured here. The City would like to have an app developed for the artwork, artists, and selling prices. This would help lower printing costs. Mayor Wescott spoke about the project increasing artwork around the City.	Motion carried

	There was much discussion about corporate sponsorships for Tourism. A motion was made by Alderman Kuhlemier and second by Mike Sterba to compile a sponsor fee schedule with levels of sponsorship defined. Businesses can donate once, and be featured at all of the Tourism events.	
b. Review of Tourism Budget	The committee reviewed the budget. Tourism went over budget on advertising, and the income was underestimated. Moving forward the Committee will need to establish a fund balance level.	
c. Discussion of 2018 Events	There will be more communication with Tourism about upcoming events. There will not be too many Tourism events all held on the same weekend again. Having new events from time to time is a good thing, and brings more people to the uptown area. The City would like to have the Food Truck Friday group form a committee within themselves, and also work with food truck vendors from the Quad Cities to bring more trucks here. There was much discussion about the costs of the various future projects in the RB&W Park. Grants may become available with matches for park improvements.	
d. Halloween Coloring Contest Winners	Clerk Arduini informed the committee that the winners are posted on the Tourism website.	No action
e. Route 88 Billboard Discussion	A motion was made by Alderman Schuneman, and second by Alderman Kuhlemier to authorize approval of the billboard rental on Route 88.	Motion carried
f. Tourism Director discussion	The Committee learned that the new Director will be moving to the area in the coming weekend.	
F. Next Meeting Date & Time	The next meeting will be held on 12-12-2018 at 10:00am	
G. Committee Member Items	There was discussion about the makeup of the committee. A motion was made by Alderman Kuhlemier, and second by Alderman Schuneman to have the Mayor appoint Mike Sterba to the committee at large, and have Jed Johnson take Mike's place as the Park District Director.	Motion carried
	Brian Tribley asked about the East sign for Route 30. A new application has been approved. Brian Tribley will coordinate with Mark Searing about removing the old signs, and disconnecting electricity.	
J. Adjournment	With nothing else for the good of the committee, the meeting was adjourned at 11:19am	Meeting ends at 11:19am

 Committee Chairman