

City of Rock Falls

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Rock Falls Tourism Committee
City of Rock Falls Council Chambers
603 West 10th Street, Rock Falls
Wednesday, May 8th, 2019
10:00 A.M.

AGENDA

1. Call to order @ 10:00 a.m. – Chairman Schuneman
2. Public Comment
 - a. Brett Nicholas – Trinity Financial Services – Park Event Discussion
3. Review of Minutes from April 17, 2019 meeting
ACTION REQUESTED: Approve Minutes from April 17, 2019 meeting
4. Tourism Committee Updates
 - a. Blackhawk Waterways – Dianne Bausman
 - b. Chamber Update – Bethany Bland
 - c. Tourism Director Report – Megan Horsman
 - d. Rock Falls Tourism Grants Update
 - i. Optimist Club – Touch A Truck – Event Grant Request
 - e. Façade Grant Program Update
 - f. Northwest Illinois Film Office
 - g. Marketing/Advertising/ Promotions
 - i. Visitor's Guide update
 - ii. Discussion on Billboard contract renewal with Lamar
ACTION REQUESTED: Approve contract renewal for billboard advertising with Lamar, 5101 Hwy 51 South, Janesville WI 53546
 - iii. Paula Sands live show on May 23, 2019 to discuss family fun and travel
 - iv. Advertising in Horizon Travel Magazine
 - v. Digital Marketing Efforts
 - h. Hotel Updates
5. New Business
6. Old Business:
 - a. Discussion on Koloni Share regarding bike share program – options for leasing and purchasing and bike rack options

7. Committee Member Items
8. Adjournment

Nest Meeting date: June 12, 2019

Posted: 05-06-2019 Michelle Conklin, Deputy City Clerk

The City of Rock Falls is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with Disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in the meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact Mark Searing, ADA Coordinator, at 1-815-622-1108; promptly to allow the City of Rock Falls to make reasonable accommodations within 48 hours of the scheduled meeting.