



City of Rock Falls Tourism Committee Meeting Minutes

Date: 03-13-2019

Time Meeting Started: 10:00 am

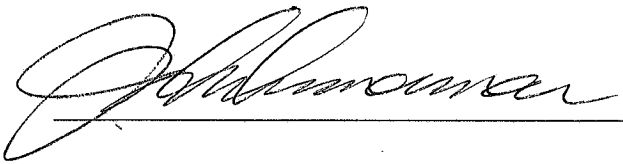
Time Meeting Ended: 11:45am

Members		Also Attended	
Alderman Schuneman - Chairman	p	Megan Horsman	p
Alderman Kuhlemier		Administrator Blackert	p
Park District Rep. - Jed Johnson	p	Clerk Arduini	p
Brian Tribley	p	Diane Bauseman	
Chamber of Commerce - Bethany Bland	p	Nicole Arduini	p
Holiday Inn Hotel - Amy Williamson	p	Tammy Nelson	
Mike Sterba	p	Days Inn Hotel Representative	
		Mayor Wescott	

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	
C.Read & Approve Minutes	A motion was made by Brian Tribley, and second by Bethany Bland to approve the minutes of the January 9th, 2019 meeting	Motion carried, minutes approved.
D.Tourism Committee Updates a.Blackhawk Waterways - Dianne Bausman	The report was distributed, and reviewed by the committee in the absence of Mrs. Bauseman.	No action
b.Chamber Update - Bethany Bland	The Chamber will be measuring, and making a layout of the park for Summer Splash vendors. The Chamber will be looking for more funding to make the Summer Splash fireworks show bigger. Collectives for social media, grant writing, and branding are coming soon. There will be a going away party for Sarah Rohde.	No action
c.Tourism Director Report - Megan Horsman	The Quad City Outdoor Expo booth was a big success. They gave away an entry into the big cat portion of the competition. Tourism is adding content to the website, and a list of the most popular website topics were presented. There will be a meeting on May 8 th with the Rails to Trails Conservancy to find out how much of our trail could be included. There will be additions to this year's Art in the Park to add more of an art experience. Ad sales will be closing soon for the Visitor Guide. There was much discussion about the possible changes to the	No Action

	<p>guide, This is the second year of our 2 year contract with the publisher.</p> <p>Tourism is looking for ways to increase marketing reach. Choozle is a company that enhances and provides more data from Google ads that is being looked at.</p> <p>A marketing grant was sent to the State yesterday. It would be a matching grant for \$24,000. This grant would be used this year for the website, and the I-88 billboard.</p> <p>A marketing firm may help Tourism, along with a website that has a better content management system.</p> <p>Tourism has been investigating a bike share program. Clinton Iowa was a pilot program that has become successful. The bikes have a tracking program, and there are opportunities to purchase new or used bikes. There is the possibility in Rock Falls of a pilot program for kayak rentals. There was much discussion about placement of the racks, electrical needs, permits, and insurance. It would have to take agreements with Coloma Park District and IDNR.</p>	
d.Rock Falls Tourism Grants Update	A motion was made by Brian Tribley and second by Amy Williamson for the approval of an \$800.00 grant request and RB&W event permit application. There was discussion concerning parking signage, and electricity in the park. The event is being held on September 21 st , 2019.	Motion carried. The use permit will be sent to Council for approval.
i.Taste of Fiesta Sponsorship Grant Review 9-21-2019 (\$800.00)		
ii.YMCA Outdoor Adventure Fest Grant Review 5-18-2019 (\$500.00)	A motion was made by Alderman Schuneman, and second by Mike Sterba for the approval of a \$500.00 grant for YMCA Outdoor Adventure Fest to be held on 5-18-2019.	Motion carried
e.Façade Grant Program Update	A motion was made by Mike Sterba, and second by Brian Tribley for the approval of a façade grant request from the Blackhawk Hills Regional Council. This is for repairs to the rear entrance of the building. \$4057.00	Motion carried
i.Blackhawk Hills Regional Council		
f.Northwest Illinois Film Office	The Quad Cities would like to join and have a satellite office. The Iowa film office has also reached out. The new management of the Illinois film Office may have funds available. There will be site locators coming to see what our area has to offer. Our film office would like to be part of the Illinois film office booth in L.A.	No action
h.Hotel Updates	Amy Williamson from Holiday Inn Express and Suites mentioned that they have golfing packages geared toward people from Chicago. The guest get a bottle opener, a room discount, 18 holes with a cart at RRGAP. There is a code to help gauge the success.	No action
a.Discussion and approval of the Food Truck Fridays 2019 schedule and fee structures.	Fees will be \$75.00 with electric, \$25.00 without. If a vendor commits to all of the Fridays by April 15 th , they will get one free. <p>Additional events at FTF are May - Family Game Night, June - The band Problem Child. July and August are open. There was much discussion about bringing a bigger name</p>	No action

	band, and the committee decided against it without the roof being installed.	
c.Discussion on a documentary of the history of Rock Falls	There was much discussion about having local filmmakers work on this project or have it hired out. Julian Mondriggit estimates the cost at \$3900. Alderman Kuhlemier will be a big part of the information provided.	There will be discussion with local talent soon,
d.Discussion on adding Rock Falls to Ottocast application	Tourism is working with Ottocast for an app to promote art in the park, and provide information about the sculptures and artists. If used, it will it would cost \$1250.	No action
J.Adjournment	With nothing else for the good of the committee the meeting was adjourned at 11:45am	Meeting ends at 11:45am



Committee Chairman