

City of Rock Falls

Tourism

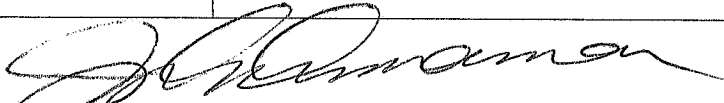
Committee Meeting Minutes

Date: 0401702019 **Time Meeting Started:** 10:05 a.m. **Time Meeting Ended:** 11:18 a.m.

Members		Also Attended	
Alderman Schuneman- Chairman	P	Megan Horsman – Tourism Dir.	P
Alderman Kuhlemier	P	Administrator Blackert	P
Brian Tribley	P	Diane Bausman –BWCVB Director	P
Bethany Bland - Chamber	P	Mayor Wescott	P
Amy Williamson – Holiday Inn	P		
Mike Sterba	A		
Jed Johnson – Coloma Park Dist.	P		
Also Attended			

Topic	Discussion	Plan of Action
1. Call to Order Chairman Schuneman	<ul style="list-style-type: none"> Meeting called to order with quorum present @ 10:05 a.m., 	Meeting begins @ 10:05 a.m.
2. Public Comment	<ul style="list-style-type: none"> Ms. Deann Hinton addressed the Committee to speak about an event, "Bags for the Brave," that she would like to use the RB&W Park for on August 31, 2019. The event would involve a bags tournament, food vendors, music and alcoholic refreshments. The event would run from approximately 12:30 p.m. – dusk. All proceeds from the event would be donated to Honor Flight organization. Ms. Hinton is going to be putting together a more specific outline of the day and activities for the committee to review. 	None
3. Review of Minutes March 13, 2019	<ul style="list-style-type: none"> Motion: Bland; seconded: Williamson to approve minutes as presented. Motion passes 	Minutes of March 13, 2019 approved
4. Tourism Committee Updates a. BWCVB	<ul style="list-style-type: none"> Ms. Bausman presented information on the website update, advertising, promotions and public relations, legislative update and shared information from the ICCVB. Illinois investment in tourism has resulted in a 9% growth in hotel tax revenues over the past three years. Illinois has 320,000 travel-related jobs, more than Wisconsin and Missouri combined. Discuss the fact that the Tourism promotion fund is being diverted to cover non-tourism related payments. 	No Action
4b. Chamber Update	<ul style="list-style-type: none"> Ms. Bland shared information concerning the upcoming Summer Splash 6/21-6/22. A marketing information class will be presented on April 30. 	No Action
4c. Tourism Director	<ul style="list-style-type: none"> Ms. Horsman shared information that the tourism website activities are up 25%, Food Truck Fridays will begin May 3rd at the RB&W Park, the Visitors Guides are done, Big Cat Quest planning continues, work also continues on a Golf Travel Package. 	No Action
4d. Rock Falls Tourism Grants	<ul style="list-style-type: none"> No grants presented 	No Action
4e. Façade Grant program	<ul style="list-style-type: none"> Request presented from River Bridge LLC in the amount of \$5,000 for a façade grant. Motion: Kuhlemier, seconded: Tribley. Vote unanimous to send to council for approval. 	Send to Council for approval.
4f. Northwest Illinois Film Office	<ul style="list-style-type: none"> Mr. Commarano not present to report. 	No Action

4g.	<ul style="list-style-type: none"> No discussion, removed from agenda. 	No further action
4h. Hotel Updates	<ul style="list-style-type: none"> Ms. Williamson was the only hotel representative present. She reported to the group that the Holiday Inn is doing very well. Stays are staying at a good level. She also reported that in the very near future, there would be some remodeling done in the breakfast area, which will enhance the customer experience. 	No Action
5. New Business	<ul style="list-style-type: none"> No reports 	No Action
6. Old Business Bike and Kayak share program	<ul style="list-style-type: none"> The committee participated in a conference call with Mr. Kyle Sheker from Koloni Share, regarding bike and kayak share programs that his organization has developed. He presented a large amount of information, outlining a variety of ways that this project could go. Both programs offer leasing, and or purchase of the bike/kayak equipment. Additional cost include, software, racks, insurance, etc. Following a lengthy discussion, Mr. Sheker is going to work with our Tourism Director to put together some easier to review and understand options on cost. The preliminary thoughts of the committee are to do both the bike and kayak programs. Bikes could be placed in the area of the Holiday Inn Express, as well as,, the Days Inn. Consideration for the Kayak's would be to place them at the Route 40 IDNR parking area near the boat ramp. In addition, conversation was had about asking the YAK Yak Sisters, a local group who has worked very hard to promote Kayaking and canoeing on the Hennepin Canal to be part of these discussion as they move forward. 	Tourism Director ⁴ will bring a report on these items back to the next meeting for the committee to consider.
7. Next Meeting	<ul style="list-style-type: none"> Next Tourism meeting scheduled for May 8, 2019 @ 10:00 a.m. 	No Action
8. Committee Member items	<ul style="list-style-type: none"> Alderman Kuhlemier advised that Louie Bellson's wife Francine will be in town for a concert event in Sterling April 30- May 1. 	No Action
11. Adjournment	<ul style="list-style-type: none"> With no other business to come before the committee, the meeting was adjourned. 	Adjournment @ 11:18 a.m.



Committee Chairman, Jim Schuneman