

## City of Rock Falls Tourism Committee Meeting Minutes

Date: May 8, 2019

Time Meeting Started: 1000

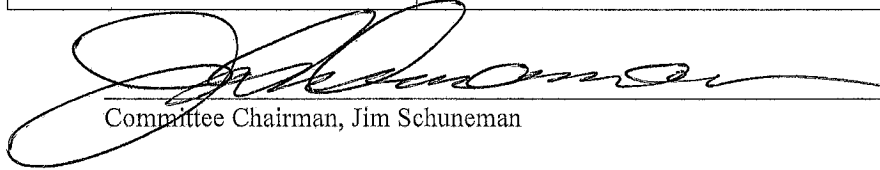
Time Meeting Ended: 11:42 a.m.

Members		Also Attended	
Chairman Schuneman	P	Megan Horsman, Tourism Dir.	P
Ald. Kuhlmeier	P	Adm. Blackert	P
Brian Tribley	P	Diane Bausman – BWCVB Dir.	P
Bethany Bland - Chamber	P	Mayor Wescott	P
Amy Williamson- Holiday Inn	P		
Mike Sterba- At Large	P		
Michelle Kreczmer- Coloma Rec. Supervisor	P		
Also Attended			
Brett Nicholas- Trinity Financial Services	P		

Topic	Discussion	Plan of Action
1. Call to Order	<ul style="list-style-type: none"> <li>Quorum Present</li> </ul>	In Session @ 1000
2. Public Comment	<ul style="list-style-type: none"> <li>Mr. Brett Nicholas with Trinity Financial Services was present to speak to the Committee concerning an event that he would like to have in the RB&amp;W Riverfront Park on August 31, 2019. They have formed a not for profit group that raises monies by holding Bags for Veterans events. The monies earned go towards the Sauk valley Honor Flight. Nicholas gave an overview of the successful program that has been held in Dixon each year. In general, the committee members should support this event at the Riverfront. More information will be forthcoming.</li> </ul>	Tentative approval was given for the project. Mr. Nicholas will work with Tourism Director to complete necessary information. Report back at next meeting.
3. Review of Minutes, April 17, 2019	<ul style="list-style-type: none"> <li>Committee reviewed Minutes as presented. Motion: Kuhlmeier; Second: Williamson Unanimous vote to approve.</li> </ul>	April 17, 2019 Minutes approved.
4. Tourism Committee Updates a. Blackhawk Waterways	<ul style="list-style-type: none"> <li>BWCVB Director Dianne Bausman reported on activities with her organization. She presented a brief overview of the effects the recently approved State budget will have on Tourism in Illinois. In addition, she reminded everyone of the BWCVB Annual Dinner scheduled for August 22, 2019 at a location to still be determined.</li> </ul>	No Action Items
4 b. Chamber Update	<ul style="list-style-type: none"> <li>RFCC Director Bethany Bland provided a report on the upcoming "Summer Splash" event, scheduled for June 21-22 at the RB&amp;W Riverfront. In addition to the regular events associated with the outing, a collaboration with the YMCA has resulted in a 5 K</li> </ul>	No action required. Council will be asked to

	<p>scheduled for Friday evening at 6:00 p.m. proceeding the scheduled movie. Fireworks will be held at dusk on Saturday evening.</p>	<p>approve road closures for the 5K</p>
<p>4c. Tourism Grants Update</p>	<ul style="list-style-type: none"> <li>Director Horsman reminded everyone of the upcoming Food Truck Friday events scheduled for June, July and August.</li> </ul>	<p>No Action</p>
<p>4d. Tourism Grants Optimist Club</p>	<ul style="list-style-type: none"> <li>Director Horsman presented the request from the Rock Falls Optimist Club for an event grant to support in the amount of \$500.00 for their annual Touch-A-Truck Program. Touch A Truck is moving from the Riverfront to the Hinders Memorial Football Complex, and is scheduled for Saturday, July 27, 2019. Motion: Kuhlmeier; Second: Tribley. Committee unanimous vote.</li> </ul>	<p>Optimist Club Event Grant Request Approved.</p>
<p>4 e. Façade Grant Program Update 4 f. Northwest Illinois Film Office</p>	<ul style="list-style-type: none"> <li>No reports on either of these Agenda Items</li> </ul>	<p>No action required</p>
<p>4 g. Marketing/Advertising/Promotions</p>	<ul style="list-style-type: none"> <li>Visitors Guide has arrived and will be distributed.</li> <li>Billboard Contract with Lamar is up for renewal. Discussion was held on continuing with our billboard advertising. The cost for a one-year renewal is \$20,953.00. In addition, it was mentioned that we have received award of the \$20,000 Tourism Grant that was applied for which could help to cover the costs. Spenddown on the grant has to occur before the end of June. Motion: Kuhlmeier; Second: Bland. Unanimous vote.</li> <li>Paula Sands Show. Director Horsman and Suzi Perino will be appearing on the PSL show May 23, 2019.</li> <li>Advertising in Horizon Travel Magazine. Dir, Horsman advised that we will be advertising in this magazine this year.</li> <li>Digital Marketing Efforts of the Tourism Office were presented. Overall evaluation is that we are getting our message out. Good results from our efforts this far.</li> </ul>	<p>Approved renewal of Billboard Contract with Lamar, 5101 Hwy 51 South, Janesville, Wi.</p>
<p>4 h. Hotel Updates</p>	<ul style="list-style-type: none"> <li>Amy Williamson reported on several remodeling projects that will be occurring at the Holiday Inn &amp; Suites. The Breakfast area and seating area are scheduled to undergo a new look.</li> </ul>	<p>No Action items</p>
<p>5. New Business</p>	<ul style="list-style-type: none"> <li>No items</li> </ul>	
<p>6. Old Business a. Koloni Bike Share program</p>	<ul style="list-style-type: none"> <li>Discussion was held in regards to the two options of either leasing or purchasing bike racks. Racks would be best served at the RB&amp;W Riverfront and the Day's Inn location. Following a discussion, it was the opinion of the committee that would lease for one year to see how the program goes. Motion: Bland; Second: Sterba Committee gives unanimous approval. Documents will be sent to attorney for review and approval.</li> </ul>	<p>Lease Agreement with Koloni Share approved.</p>

7. Committee Member Items	<ul style="list-style-type: none"><li>• None presented</li></ul>	No Action required
8. Adjournment	<ul style="list-style-type: none"><li>• With no further business to come before the Committee, Chairman Schuneman called for adjournment. Vote Unanimous. Next Meeting: Wednesday, June 19, 2019</li></ul>	Adjourned at 11:42 a.m.



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Committee Chairman, Jim Schuneman