

City of Rock Falls Tourism Committee Meeting Minutes

Date: June 19, 2019

Time Meeting Started: 10:30 a.m.

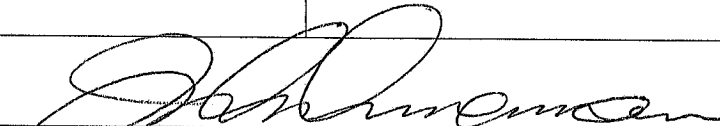
Time Meeting Ended: 11:35 a.m.

Members		Also Attended	
Chairman Schuneman	P	Megan Horsman, Tourism Director	P
Ald. Kuhlemier	P	Administrator Blackert	P
Brian Tribley	P	Diane Bausman, BWCVB Director	P
Bethany Bland	A	Mayor Bill Wescott	P
Amy Williamson, Holiday Inn	P		
Mike Sterba – At Large	P		
Michelle Kreczmer – Coloma Park District	P		
Also Attended			

Topic	Discussion	Plan of Action
1. Call to Order	<ul style="list-style-type: none"> Chairman Schuneman called the meeting to order with a quorum present 	Meeting in session 10:30 a.m.
2. Public Comment	<ul style="list-style-type: none"> None 	No Action
3. Review minutes of May 8, 2019	<ul style="list-style-type: none"> Following committee review, Motion: Tribley, second: Kuhlemier to approve as presented. Committee unanimous vote 	Minutes approved
4. Tourism Committee Updates a. Blackhawk Waterways	<ul style="list-style-type: none"> Dianne Bausman presented information from her report to the committee. Website continues to show increase usage with visits up 21% compared to previous month. Advertising & Promotion for events underway, as this is a very busy time for all participants. The BWCVB Annual Dinner will be held at Deer Valley Country Club in Deer Grove, Illinois on Thursday, August 22, 2019. 	No action requested
4 b. Chamber Update	<ul style="list-style-type: none"> No representative from Chamber present 	No action

4 c, Tourism Director Report	<ul style="list-style-type: none"> • Food Truck Friday held on , June 7th a success. Vendors happy, no problems incurred with alcohol sales, entertainment was well received. • Nikki Arduini's last day will be August 15, 2019. Replacement process underway. • Received word from John Watts with Majewski Motors, that they will not be participating this year as a sponsor of the Fishing Tournament. Apparently, they felt as if they did not get as much exposure as they had hoped. • Report provided on the Bike Lease program. All documents are complete, and by next meeting, projected start date will be established. 	Information only
4 d. Tourism Grants	<ul style="list-style-type: none"> • Haunted Haven requests \$1,000 grant for advertising. Following discussion, that this organization is a for profit organization, a motion was made by Tribley and seconded by Kuhlemier to deny the requests. Vote was unanimous to deny the requests. • Rock Falls River Chase, scheduled for June 28-29, 2019 at Seward Park. Requesting a \$500 Grant. To help with costs. Not-for-profit. Motion by Sterba and second by Tribley to approve grant request and waive the fees for electricity and water. Unanimous vote of the Committee. • Water Ski Show, scheduled for Saturday, July 20, 2019 at Seward Park. Requesting a \$500 Grant to help with costs. Not-for-Profit. Motion by Schuneman and second by Sterba to approve the requests. Unanimous vote by the committee. 	Actions as Indicated.
4 e. Façade Grant Program Update 4 f. Northwest Illinois Film Office	<ul style="list-style-type: none"> • No Grant request submitted • No report 	No action required for either item
4 g. Marketing/Advertising/Promotions	<ul style="list-style-type: none"> • Tourism staff has been working on a new Website for Tourism. More pertinent to activity, user friendly, etc. Should be ready for release soon. Our foot print on social media has grown immensely with over 800,000 impressions recorded. 	Information only, no action required.
4 h. Hotel Updates	<ul style="list-style-type: none"> • Ms. Williamson reported that the remodel to the breakfast area has been completed for the most part. Several small items to finish up, being very well received. 	Information only no action
5, New Business a. RB&W Park application for Trinity Cares' Bags for the Brave Tournament	<ul style="list-style-type: none"> • Megan presented the final application for the Bags for the Brave Tournament scheduled for Saturday, August 31, 2019 from 12-4 p.m. Proceeds from the event will go to help send veterans on Honor Flight to Washington, DC. Motion by Kuhlemier seconded by Williamson to approve the application request as presented. Committee cast a unanimous approval. 	Application approved
5 b. Discussion on Bluegrass Festival 2019	<ul style="list-style-type: none"> • Discussion on the possibility of hosting a Bluegrass night in the park. Dates being considered are August 23-24 or October 5-6, 2019. Following discussion, the committee was excited at the possibility of such an event. They gave verbal approval for the Tourism office to do some more work on this and report at the next meeting. 	No Action at this time.

5 c. Art in the Park 2019	<ul style="list-style-type: none"> Members of the committee were given photos of the statues that have been submitted for consideration for this years Art in the Park event. Following voting, Tourism staff took the ballots and will announce the winners at the next meeting. 	Agenda Item next month
6. Committee Member items	<ul style="list-style-type: none"> None 	No Action
7. Adjournment	<ul style="list-style-type: none"> With no other business to come before the committee, Chairman Schuneman called for adjournment until the next meeting on July 10, 2019 at 10:00 a.m. 	Meeting Adjourned @ 11:35 a.m.



Committee Chairman, Jim Schuneman