



# City of Rock Falls

## Tourism Committee Meeting Minutes

Date: 02/12/20

Time Meeting Started: 10:03 a.m. Time Meeting Ended: 10:40 a.m.

Members		Also Attended	
Chairman Jim Schuneman	P	Director Megan Horsman	P
Brian Tribley	P	Tourism Assistant Melinda Jones	P
Diane Bausman	A	Administrator Blackert	P
Amy Williamson	P	Mayor Wescott	P
Bethany Bland	P		
Glen Kuhlemier	A		
Mike Sterba	A		
Tom Rynott	P		
P-Attended A-Absent			

Ordinance/Topic	Discussion	Plan of Action
Call to Order	<ul style="list-style-type: none"> <li>• Meeting was called to Order at 10:00 a.m. by Chairman Schuneman</li> </ul>	
Audience Requests	<ul style="list-style-type: none"> <li>• Gary from the Film Office was present and asked for help from our Tourism Department to promote the film festival.</li> </ul>	
Approve Minutes	<ul style="list-style-type: none"> <li>• Committee reviewed minutes from January 15, 2020 Tourism Committee meetings. Brian Tribley moved to approve minutes as presented, second by Amy Williamson, motion carried</li> </ul>	Minutes Approved
Updates	<ul style="list-style-type: none"> <li>• A. Diane Bausman was absent but sent Blackhawk Waterways updates by email prior to the meeting to all members.</li> <li>• B. Chamber Update - Bethany Bland spoke:               <ol style="list-style-type: none"> <li>1. The Annual Chamber Dinner date has been moved to March 19<sup>th</sup> due to a delay in the facility completion. Reservations will be accepted through March 8<sup>th</sup> and there will not be a charge to cancel due to the date change.</li> <li>2. The Spring Bingo event is getting great response and more donations for prizes have been given than in previous years.</li> </ol> </li> <li>• C. Director's Report - Megan Horsman &amp; Melinda Jones (Tourism Assistant) updated committee:               <ol style="list-style-type: none"> <li>1. The Barn Quilt Event done in the past is being brought back. Letters have been sent out to previous participants.</li> <li>2. Regarding the faded Lincoln Highway sign a committee member mentioned in the last meeting. The original company was sold. Another company can paint over it or change it to digital. Checking with the current business owner where the sign is placed currently to make sure they still want it there.</li> <li>3. Lumberjack Show - Planning is on schedule</li> <li>4. Ad sales are slow, Tourism may have to get more involved</li> <li>5. Art in the park is starting to get organized</li> </ol> </li> </ul>	

	<p>6. Big Cat Tournament - Megan Horsman and Mark Searing are attending.</p> <ul style="list-style-type: none"> <li>• D. Rock Falls Tourism Grants - None</li> <li>• E. Facade Grant Program - Update from Major Wescott. Prevailing wage may affect future grants unless the work is completed by the business owner.</li> <li>• F. Northwest Illinois Film Office - Doing film fest in May, working on redoing logo. Tourism will help promote.</li> <li>• G. Marketing - no new updates</li> <li>• H. Hotel Updates - Amy Williamson <ul style="list-style-type: none"> <li>1. Amy announced that the Holiday Inn is rated #13 out of 2300 hotels. May change daily.</li> </ul> </li> </ul>	
New Business	<ul style="list-style-type: none"> <li>• Megan Horsman presented a quote to purchase a new 2019 RAM ProMaster 2500 High Roof Cargo Van. There will be additional cost to have shelves and logo added. Motion to approve the purchase was made by Brian Tribley and a second by Bethany Bland. Roll call vote - 5 Ayes. Information will be sent onto Council for approval.</li> </ul>	Send to Council
Old Business	<ul style="list-style-type: none"> <li>• The ordinance for the Vacation Rental Properties will be sent on to the Planning/Zoning to review. Some language still needs to be changed.</li> </ul>	Send to Planning/Zoning Committee
Committee Member Items	<ul style="list-style-type: none"> <li>• Tom Rynott announced that Mike Sterba is now part of the Park Board Commission.</li> </ul>	
Adjournment	<ul style="list-style-type: none"> <li>• Meeting adjourned at 10:40 a.m.</li> </ul>	

Chairman Schuneman

