



# City of Rock Falls Tourism Committee Meeting Minutes

Date: 08/19/20

Time Meeting Started: 10:00 a.m. Time Meeting Ended: 11:10 a.m.

Members		Also Attended	
Chairman Jim Schuneman	P	Acting Tourism Director Melinda Jones	P
Alderman Casey Babel	P	Administrator Blackert	P
Amy Williamson	P	Ed Cox-Sewer	P
Bethany Bland	P	Mayor Wescott	P
Mike Sterba	A	Diane Bausman	P
Tom Rynott	P		
Brian Tribley	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>• None</li> </ul>	
Approve Minutes	<ul style="list-style-type: none"> <li>• Committee reviewed minutes from July 8, 2020 Tourism Committee meeting. Tom Rynott moved to approve minutes as presented, second by Amy Williamson, motion carried</li> </ul>	Minutes Approved
Tourism Committee Updates	<p>Chairman Schuneman announced Tourism Director Megan Horsman's resignation. Melinda Jones is acting Tourism Director. Chairman Schuneman also introduced a new addition to the Committee, Alderman Casey Babel.</p> <ol style="list-style-type: none"> <li>a. Diane Bausman handed out a detailed report on the updates and upcoming events for Blackhawk Waterways.</li> <li>b. Bethany Bland from the Rock Falls Chamber updated the committee on:               <ul style="list-style-type: none"> <li>-Summer Splash went well and she received positive feedback on the event.</li> <li>-Fall garage sales will be held on September 25<sup>th</sup> -27<sup>th</sup>.</li> <li>-Burgers for Community fundraiser will be held on September 25<sup>th</sup> at the Chamber.</li> <li>-The Chamber is organizing Business Bootcamps/Workshops to help guide running a business successfully during COVID.</li> </ul> </li> <li>c. Acting Tourism Director, Melinda Jones updated the Committee on:               <ul style="list-style-type: none"> <li>-Art in the Park Sculpture Walk-is still scheduled for September 5<sup>th</sup>, 2020, 8 vendors will present, social distancing practices are being put into place.</li> <li>-The Lumberjack Show/Beard Contest has been cancelled for 2020, but will be on the schedule for 2021.</li> <li>-New pictures for the tourism van wrap were presented. Cost is \$3972.12. Previously shelving was going to be installed, but is not needed. Suggested mats be places on the</li> </ul> </li> </ol>	

	<p>floor of the van to avoid items sliding. Bethany Bland made a motion to approve the wrap and second by Amy Williamson. Roll call vote unanimous</p> <p>d. Rock Falls Tourism Grants-no new requests</p> <p>e. Facade Grant Program -Sammy's Slots Downtown, 223 W 2<sup>nd</sup> St, requested a \$5000.00 grant. Bethany Bland made a motion to approve the grant and second by Brian Tribley, motion carried</p> <p>f. Northwest Illinois Film Office -Reminder that the 1<sup>st</sup> Annual NW Illinois Film Festival is on August 26<sup>th</sup> at 8:00 pm at the Midway Drive-in in Sterling. Free to the Public, tickets required ahead. Only 250 cars allowed with a max of 4 people per car.</p> <p>g. Marketing/Advertising/Promotions-see new business</p> <p>h. Hotels-Amy Williamson of Holiday Inn Express mentioned she is looking for additional staff members.</p>	
New Business	<p>a. A request was sent in by the Hispanic Business Leaders Committee for sponsorship of Fiesta Week held on September 12<sup>th</sup>-September 19<sup>th</sup>. Bethany Bland made a motion to approve a \$100.00 sponsorship and a second by Tom Rynott. Roll call vote unanimous</p> <p>b. The RB &amp; W park usage on October 10, 2020 for a wedding was approved pending further info. A motion was made by Brian Tribley and a second by Tom Rynott. Motion carried.</p> <p>c. Melinda Jones presented a new idea for Jammin on the Rock Event to be held in September or October at RB &amp; W Park. The committee agreed and more information will be presented later.</p> <p>d. Tom Rynott of the Park District is working on the possibility of a Drive-thru light show in Centennial Park November-December. Asked for ideas and would like to partner with the Rock Falls Chamber and Tourism for the event.</p> <p>e. Mayor Wescott is checking into getting a new artificial Community Christmas Tree for the 2021 Holiday Season</p>	
Committee Member Items	<ul style="list-style-type: none"> <li>• None</li> </ul>	
Adjournment	<ul style="list-style-type: none"> <li>• Meeting adjourned at 11:10 a.m.</li> </ul>	

Chairman Kleckler

