

# City of Rock Falls

## Eagle Trail Committee Meeting Minutes

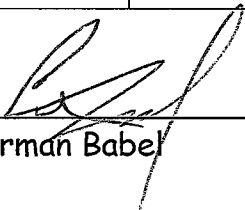
Date 06/08/2021

Time Meeting Started: 5:30 p.m.

Time Meeting Ended: 6:32 p.m.

Members		Also Attended	
Chairman Casey Babel	P	Administrator Blackert	P
Amy Williamson	P	Melinda Jones	P
Paul Gierhart	P		
John Larson	P		
Jim Schuneman	P		
X-Attended A-Absent			

Ordinance/Topic	Discussion	Plan of Action
Call to Order	<ul style="list-style-type: none"> <li>Meeting was called to order by Chairman Babel at 5:30 p.m.</li> </ul>	
Public Comment	<ul style="list-style-type: none"> <li>None</li> </ul>	
Approval of Minutes	<ul style="list-style-type: none"> <li>A motion was made by Chairman Babel to approve the minutes of the April 13, 2021 and May 11, 2021 minutes, second by Member Larson, motion carried</li> </ul>	
New Business	<ul style="list-style-type: none"> <li>A. Committee discuss name of "trail" and marketing strategy at length. Committee discussed possible partnerships with IDNR &amp; Park District for signage locations. Discussion of various marketing techniques such as Otocast App, webpage, Facebook, billboards, etc. Committee also discussed that the target demographic was "Birders" of all kinds not just geared toward eagle viewing. Committee also discussed marketing of prairie lands in the City. Member Gierhart offered to assist the committee in establishing a bank of bird/nature photos for marketing. After much discussion committee agreed that a mockup of a webpage or advertising campaign could be presented to Committee in future. No name has been established for the trail to date.</li> </ul>	A. No action
Committee Member Items	<ul style="list-style-type: none"> <li>None</li> </ul>	
Adjournment	<ul style="list-style-type: none"> <li>Chairman Babel moved to adjourn at 6:32 pm</li> </ul>	Adjourned at 6:32 p.m.

  
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 Chairman Babel