

City of Rock Falls Tourism Committee Meeting Minutes

Date:02/10/2021

Time Meeting Started: 10:00 a.m.

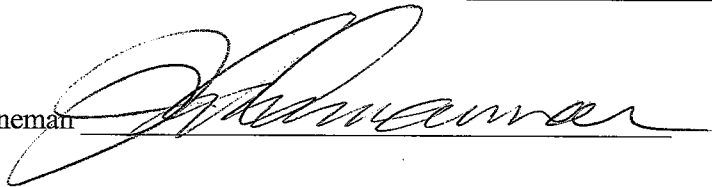
Time Meeting Ended: 11:10 a.m.

Members		Also Attended	
Chairman Jim Schuneman	P	Interim Director Melinda Jones	P
Brian Tribley	P	Diane Bausman	P
Emily Roth	P	Administrator Blackert	P
Amy Williamson	P	Mayor Wescott	P
Bethany Bland	A	Building Inspector Searing	P
Casey Babel	P	Alderman Rod Kleckler	P
Tom Rynott	P		

Ordinance/Topic	Discussion	Plan of Action
Call to Order	<ul style="list-style-type: none"> Meeting was called to Order at 10:00 a.m. by Chairman Schuneman 	
Audience Requests	None	
Approve Minutes	A. Committee reviewed minutes from the January 13, 2021 Tourism Committee meeting. Tom Rynott moved to approve minutes as presented, second by Casey Babel, motion carried	Minutes Approved
New Business	A. Commemorative Plaque for Amphitheater Steps or Stage <ul style="list-style-type: none"> Jason Conley and JC Heerdt addressed the Committee regarding naming the Amphitheater at the RB&W Park after Judy Thome. Administrator Blackert stated that the City Council will need to take action on how they would want to proceed with naming rights to the amphitheater. 	Administrator Blackert will keep Mr. Conley and Mr. Heerdt updated on any action.
Updates	A. Diane Bausman, Blackhawk Waterways <ul style="list-style-type: none"> Report from BWCVB was presented (Copy Attached) B. Director's Report – Melinda Jones <ul style="list-style-type: none"> Melinda presented the committee with a picture of the new billboard on the interstate. Alderman Schuneman would like to have something on the billboard stating that the City of Rock Falls is a Gigabit City. Melinda stated that she is planning a Barn Quilt painting class, and is hoping it will bring more attention to the Barn Tours 	No Further Action required Melinda will contact company and see if something can be added to the billboard
New Business	A. Administrator Blackert stated that they are looking at a part time seasonal assistant for Tourism. There was a short discussion on having an intern from one of the colleges. B. Short Term Rental Ordinance <ul style="list-style-type: none"> Building Inspector Mark Searing stated that we had started off looking at Galena's ordinance for short term rentals, Attorney Matt Cole revised Galena's ordinance to conform more to Rock Falls. Zoning is going to be the biggest issue with the ordinance, these rentals should only be allowed in R-1, R-2, R-3, B-1, B-2 and MU-1. <p>Alderman Schuneman and Rod Kleckler believe that there needs to be many changes to the ordinance presented before any type of action can be taken on it.</p>	No further action required Short term rental ordinance will be tabled until the next committee meeting.

	After a lengthy discussion the committee agreed that some changes were needed. Application and permitting with limits need to be looked at for placement in the ordinance.	
Committee Member Items	A. Administrator Blackert handed out a Revenue/Expense report for the Tourism Fund. It shows that the Tourism Fund has a short fall of \$110,000.00 in revenue from last year. We will be getting \$122,000.00 from the Grant we were awarded for the Hospitality and Small Business Grants that were given out but we do not know when we will be receiving the grant proceeds.	No further action required.
Adjournment	Meeting adjourned at 11:10 a.m..	

Chairman Schuneman



BWCVB Executive Director, Diane Bausman
Report for Rock Falls Tourism
February 10th, 2021

Meetings Attended:

- January 26th - BWCVB board meeting via Zoom
- February 3rd - Savanna hotel/motel meeting
- February 9th - Carroll County hotel/motel meeting via Zoom

Web Site Update:

Visitnorthwestillinois.com - In the last month we've had 5,218 unique visits to our website. Those visiting the site viewed an average of 1.8 pages while on the site & 82% of the traffic to the site came from Facebook. For the 6th month in a row, 'Discover the Great Outdoors' continues as our top landing page. We have updated the "Request A Visitor Guide" tab on the website with the new information and the 2021 VG is now available on the website as well.

Advertising, Promotion & Public Relations:

- **Requests for information:** In the last month we've had 35 requests for VG's from our website and from our advertising in the Fall-Winter *Travel Illinois* Magazine. These people will also be sent the new VG as soon as it arrives.
- **Blog:** On Jan. 27th a blog on Pub 225 in Milledgeville was published and it had a reach of 2,395 and 254 post clicks.
- **BWCVB Social Media:** In the last month we posted 20 times on FB and 18 times on Instagram. As of this morning our analytics show our page likes are up 110% over the previous month and our post reach is up 11%
- **Social Media Video:** On January 8th we posted a 22 second video promoting the Illinois Made presentation to Kennay Farms Distilling. As of today, it's had 711 views and on Jan 15th we posted a similar video promoting the presentation at the Village Bakery and it's had 1,398 views so far.

- Here are the top results from the social media we did in the last month:

<u>Post</u>	<u>Total Reach</u>	<u>Engagements</u>	<u>Shares</u>
<u>Lil House on the Prairie</u>	5,832	989	23
<u>Black Hawk in Winter</u>	2,667	860	97
<u>Lincoln Way Inn B&B</u>	2,200	142	15

- **Radio shows;** WIXN 01/21; WRHL 01/27; WLLT weekly & WCCI bi-weekly.

Other Updates:

- **2021 Visitor Guide** - Our 2021 Visitor Guide went to the printer on Jan. 29th with delivery (hopefully!) in 2-3 weeks. We appreciate Rock Falls buying the 2-page inside back cover spread in the VG. Due to funding cutbacks the ad revenue had to cover the entire cost of producing the Visitor Guide. Thank you!
- During the month of February, we would like to feature any **Valentine/Romance Specials** you will be offering. We will promote them on our website, social media channels via Facebook and Twitter. If you have something special to offer please send them to me ASAP - dbausman@bwcvb.com.

Blackhawk Waterways CVB Mission Statement

To increase the economic impact to the four counties represented through promotions, advertising and providing information to potential visitors.