



City of Rock Falls Tourism Committee Meeting Minutes

Date: 01-09-2019

Time Meeting Started: 10:00am

Time Meeting Ended: 11:05

Members		Also Attended	
Alderman Schuneman - Chairman	p	Megan Horsman	p
Alderman Kuhlemier	p	Administrator Blackert	p
Park District Rep. - Jed Johnson		Clerk Arduini	p
Brian Tribley	p	Diane Bauseman	p
Chamber of Commerce - Bethany Bland	p	Nicole Arduini	p
Holiday Inn Hotel - Amy Williamson	p	Tammy Nelson	
Mike Sterba		Days Inn Hotel Representative	
		Mayor Wescott	p

Topic	Discussion	Plan of Action
A.Call to Order - Chairman Schuneman	The meeting was called to order at 10:00 am	Meeting begins at 10:00am
B.Audience Request	None	No Action
C.Read & Approve Minutes	A motion was made by Mayor Wescott, and second by Brian Tribley to approve the minutes of the December 12 th , 2018 Tourism Committee meeting.	Motion carried
D.Tourism Committee Updates a.Blackhawk Waterways - Dianne Bausman	Diane Bauseman informed the committee that the State Tourism Director, Cory Jobe, has taken a new position at Navy Pier. Blackhawk Waterways shared an article on Facebook about Angelo's Pizza's spaghetti pizza. The Governor's Conference on Tourism is in three weeks. The Visitor's Guide will be printed mid-February.	No Action
b.Chamber Update - Bethany Bland	The annual meeting and dinner will be held February 21 st . at Day's Inn. Mrs. Bland spoke about the free collective series.	No Action
c.Tourism Director Report - Megan Horsman	Social Media traffic is up. Packets will be going out soon for the Visitor's Guide. Editorial content has been added. Megan will have a booth at the Fishing Outdoor Expo in the Quad Cities. A meeting was had with the Food Truck Friday vendors. Tourism is looking to add more events along with the food trucks to make it an attraction for people outside of the area. There was discussion about the fees, and electric.	Food Truck Friday specifics will be on the next agenda for approval.
d.Rock Falls Tourism Grants Update i.Bo's Bait and Tackle for 2019 Youth Fishing Extravaganza	A motion to approve Bo's Bait and Tackle for the 2019 Youth Fishing Extravaganza grant application in the amount of \$750.00 was made by Brian Tribley, and second by Bethany Bland	Motion carried : Application approved

ii.Rock Falls Chamber of Commerce for Summer Splash	A motion was made by Alderman Kuhlemier, and second by Brian Tribley to approve the Summer Splash grant application in the amount of \$1000.00. The event will be held June 21 st and 22 rd . Bethany Bland recused herself from this vote. There was much discussion about the location of Summer Splash. The committee would like to see it held in and around the RB&W Park. The Chamber will work with Tourism to approve the site with a site plan.	Motion carried: Grant Application approved.
e.Façade Grant Program Update	No new applications	No action
f.Northwest Illinois Film Office	Gary Camarano is moving forward with bringing 40 site locators to the area. Alderman Schuneman shared his experience of spending time with a film crew who utilized a warehouse for a lot of set production and filming. Having fiber, the natural resources our area can provide, and an indoor location ready for filmmakers, will make Rock Falls attractive.	
g. Marketing/ Advertising/ Promotions i.Update to event sponsorship levels.	The committee reviewed all of the sponsorship levels that will be made available to businesses. Tourism will not have to solicit ads for each event. This will allow businesses to advertise at many events with one sponsorship.	No action
ii.Rock Falls Visitors Guide	The committee discussed the visitor's guide. It will be 32 pages long. The spaces for advertisements will close at the end of February. Two advertisers have already confirmed.	No action
h.Hotel Updates	Amy Williamson reported that they have been interviewing and hiring. Adm. Blackert shared a report from the owners of Country Inn and Suites.	No action
E.New Business a.Discussion and approval of amount of contribution toward matching funds for TAP Grant.	Administrator Blackert informed the committee that the Finance Committee had approved a match of \$400,000 to go toward the TAP grant. The RB&W Park is still in need of the stage roof, control buildings, and bathrooms. If approved construction would not likely begin until October. After much discussion a motion was made by Alderman Kuhlemier, and second by Brian Tribley to approve the match of \$250,000 from the Tourism fund for the match of a TAP grant.	Vote 5 aye motion carried.
F.Next Meeting Date & Time	The next meeting will be held on February 13 th , 2019 at 10:00am	No action
G.Committee Member Items	The committee discussed the East Route 30 Welcome sign. The approval from IDOT has been received and the poles are installed	Inspector Searing will reach out to Mr. Gragert.
H.Adjournment	With nothing else for the good of the committee, the meeting was adjourned at 11:05am	Meeting ends at 11:05am


 Committee Chairman