



## City of Rock Falls Tourism Committee Meeting Minutes

Date: 02-14-2018

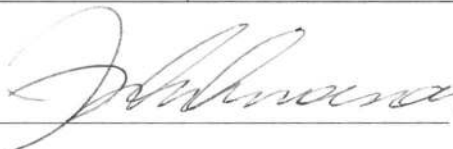
Time Meeting Started: 10:00am

Time Meeting Ended: 11:34

Members		Also Attended	
Alderman Schuneman – Chairman	p	Mayor Wescott	p
Alderman Kuhlemier	p	Administrator Blackert	p
Park District Rep. – Mike Sterba		Clerk Arduini	p
Brian Tribley	p	Diane Bauseman	p
Chamber of Commerce – Bethany Bland		Tourism Director - Janell Loos	P
Days Inn Hotel Representative	p	Mason Ramsey	P
Holiday Inn Hotel Representative	p		

Topic	Discussion	Plan of Action
1. Call to Order @ 10:00am – Chairman Schuneman	The meeting was called to order at 10:00am	Meeting begins at 10:00am
2. Audience requests	None	No action
3. Read and approve minutes from the January 10th, 2017 meeting.	The minutes were reviewed by the committee	Minutes approved
4. Old Business: a. Sculpture discussion	Mayor Wescott shared that Mr. Yost could make the event work with \$10,000 going toward the sculptures. There is also added costs for the event. None of the potential event sponsors have responded. There is a possible SBDC Grant available.	Tabled
b. May 4th -August 3rd 2018 -RB&W Park-Food Truck Fridays	Tourism Director Janell Loos informed the committee that the application is complete. Weight limits for the sidewalks were added. The phrase “water available” will be removed. Three vendors have been contacted, and they are very interested. The events will take place from 10:30am – 1:00pm on May 4 <sup>th</sup> , June 1 <sup>st</sup> , and July 6 <sup>th</sup> . Dir. Loos has begun working with Woodlawn Arts Academy for music. A motion to approve the dates was made by Brian Tribley, and second by Amy Poci.	Motion carried
c. Rules for the usage of RB&W Riverfront Park and Application	The information has been updated to address the placement of dumpsters, and porta-pots.	The rules will be sent to the Public Property Committee for review.
d. Sunkissed Music Festival 2018 – June 8 <sup>th</sup> and 9 <sup>th</sup>	Mason Ramsey approached the committee to answer questions concerning the Sunkissed Music Festival to be held in the RB&W District park. The promoters had answered many of the questions concerning the event earlier, via a question and answer form. The event is being promoted to give younger audiences something to do. It will be a two day event with tickets costing \$30 for two days. QR coded tickets, and wrist bands will be used to control entry into the festival. Delta Rent-a-Fence has been contacted. The Sherriff Dept. has been contacted for mounted patrol. Adults will also be used for security. Porta-Pots will be placed along the west edge of the westernmost sidewalk in the fenced area. Wireless remote speakers will be set up in the crowd area. The event will end at 10:00pm both June 8 <sup>th</sup> and 9 <sup>th</sup> . Alderman Kuhlemier stated that this will be a test case for the park and promoters. A motion was made by Alderman Kuhlemier, and second by Amy Poci to send the event to the City Council for approval.	Motion carried, refer to City Council
5. Updates: a. Blackhawk Waterways – Dianne Bausman	Diane Bauseman informed the committee that the Visitor’s Guide is published. Rock Falls has the back two pages.	No action

	Percussion Palooza is being promoted on Facebook. Amy Poci and Janell Loos will be attending the Governor's Conference on Tourism. Many new travelers are liking to spend money on experiences.	
b. Chamber Update – Bethany Bland	No report	
c. Director Janell Loos	Director Loos has been studying Google analytics, and has used the information to create the 2018-2019 Campaigns. The new “Welcome to Rock Falls” signs will be installed this Spring. The sign on the east side of town may be placed just east of Industrial Park Road in the right-of-way. Dir. Loos attended the RRTI meeting in South Beloit. They are looking for communities along the Rock River to invest in their initiative.	No action
d. Tourism Grants Update	A motion was made by Brian Tribley, and second by Alderman Kuhlemier to approve a \$250.00 grant. This will be Percussion Palooza's 5 <sup>th</sup> year. There may be a raffle to raise money to raise funds to build the drum display.	Motion carried, refer to City Council.
e. Façade Grant Program Update	A motion was made by Amy Poci, and second Brian Tribley for the approval of the façade grant to the Blackhawk Hills Regional Council in the amount of \$1603.00.	Motion carried
	A motion was made by Brian Tribley, and second by Alderman Kuhlemier for the approval of the façade grant to Touch of Thai II in the amount of \$1717.00.	Motion carried
f. Northwest Illinois Film Office	Dir. Loos reported that Fin & Fur Taxidermy will be renting animals to the production of the movie “Hunting God” that will begin being filmed in Savanna in March.	No action
g. Marketing/Advertising/Promotions	The new sign on I-88 will be installed on February 20 <sup>th</sup> . Emails and letters have been sent to advertisers for the Rock Falls Visitors Guide. The guide will be focusing on photo ops for the area. Tours and Trails: Tourism will be featuring the Barn Tour, Rock River Trail, and Greater Rock Falls area trails. The Bridge the Community race may be utilizing the trails more this year. Owners love the Twin City Treasure Trail Nikki Arduini has been working on the Barn Quilt Trail. Director Loos will be contacting the hotels with new travel packages	No action
h. Hotel Updates	Days Inn reported that they are still updating their property. They are looking to promote Hennepin Canal activities, and bike trails just behind their property.	No action
6. New Business: a. Bass Pro Shops Big Cat Quest Fishing Tournament	Director Loos informed the committee that promoter Ken Freeman passed away suddenly. The City has already paid \$5000 toward the 2018 tournament, and will be working to receive a refund. The Committee reviewed a list of one time purchases necessary if the City would keep the tournament going forward. Fishermen from the tournament would like to see it continue. 50 Boats were registered last year, and this paid for all of the prize money. Sponsors will need to be contacted for the event. Mayor Wescott added that people in the community have hosted these tournaments in the past. The Tourism budget was reviewed, but is to be approved by the Finance Committee. The Tourism department has been running with shortfalls as the office and programs are built, but these should not continue as one-time costs are lessened. Director Loos informed the committee about twin cities restaurant week. The event will bring people out to the restaurants during two slow times of the year (January and July), and also attract visitors with specials and prizes. Entry fees from the restaurants will go to a food bank. A motion was made by Brian Tribley, and second by Amy Poci to approve the list of events for FY19.	Motion carried
8. Adjournment	With nothing else for the good of the committee, the meeting was adjourned at 11:34am	Meeting ends at 11:34am

  
Committee Chairman