



## City of Rock Falls Tourism Committee Meeting Minutes

Date: 04-11-2018

Time Meeting Started: 10:00am

Time Meeting Ended: 10:55

Members		Also Attended	
Alderman Schuneman - Chairman	p	Mayor Wescott	p
Alderman Kuhlemier		Administrator Blackert	p
Park District Rep. - Mike Sterba	p	Clerk Arduini	p
Brian Tribley		Diane Bauseman	p
Chamber of Commerce - Sarah Rohde	p	Bill Milby	P
Days Inn Hotel Representative	p		
Holiday Inn Hotel Representative	p		

Topic	Discussion	Plan of Action
1. Call to Order - Chairman Schuneman	Meeting was called to order	Meeting begins at 10:00am
2. Audience Request	None	No action
3. Read & Approve Minutes	The 03-14-2018 meeting minutes were reviewed by the Committee.	Minutes approved
4. Updates: a. Blackhawk Waterways - Dianne Bausman	Diane Bauseman reported that the website visit numbers are up, and people are staying on the site longer. They will be marketing to Dubuque and northern areas. LBGT residents in the Chicago area are also being marketed to. The annual Dinner will be held in Lee County on August 23 <sup>rd</sup> . There is a bi-centennial theme (Bison). The "Illinois Made" program is being promoted to allow for tours of facilities that have products made in Illinois. Janell Loos remarked that Badazz Guitar Stands would be a good example of what the program is looking for.	No action
b. Chamber Update - Bethany Bland	Sarah Rohde informed the committee that Summer Splash is ramping up, and many vendors are inquiring and signing up earlier this year. Fireworks, and Family Movie Night will return this year.	No action
c. Director Janell Loos 1. Occupancy Load- RB&W District Park Discussion	Mark Searing and Bill Milby measured the RB&W Park for occupancy. After using the approved formula which allows for 15 Sq. feet per person, they found that the capacity for the park for a fenced in stage show would be 8200 people including the seating. If the crowd is over 6000 three exit will need to be made. Bill Milby stated that the fencing needs to be inspected by the Fire Department. The exits need to have 20 foot clearance.	No action
2. Sunkissed Music Festival 2018 - June 8th and 9th	The Sunkissed Music Festival has already sold 2000 tickets. The Class of 1978 is having a dedication for their park bench on June 9 <sup>th</sup> at 4:00pm. Both groups will have to work together to make that work.	No action
3. Rock Falls Days	Janell Loos shared the timeline that is yet to be finalized of events for Rock Falls Days which will be held August 1 <sup>st</sup> -5 <sup>th</sup> 2018.	Janell would

	<p>The Petunia City Brass Drum Corps Show from Dixon is coming to Rock Falls on August 1<sup>st</sup>. New lights will be installed at the field this summer. There may be a puppy pageant, and a visit from a bus that grooms dogs for adoption.</p> <p>The Chamber of Commerce would like to help with Rock Falls Days. There has not been a group found to host the Lucky Ducky race yet. The group is working on hosting a "Movie in the Park"</p> <p>The craft show will be held in the lovelight parking lot on August 4<sup>th</sup> between 10am and 4pm.</p> <p>The Beer Garden will be held on August 4<sup>th</sup> in the 200 block of west 2<sup>nd</sup> Street from 3:00pm to 10:00pm.</p>	like to have room blocks for this event at the hotels.
4. Rock Falls Fishing Tournament	<p>The fishing tournament registration will be held at Bowman Park on 8-3-2018 From 4:00pm to 7:00pm.</p> <p>The tournament begins at 6:00am</p> <p>Weigh-ins will be held in the lower dam parking lot 3:00pm - 5:00pm both days.</p> <p>There will be a kid's carp tournament that was suggested to be held at Seward's Park or the Canal.</p> <p>A breakfast and captains dinner will be held at the Eagle's Club.</p>	No action
5. Twin Cities Restaurant Week	Dir. Loos shared that Rhonda Reese will be working on the event, but will not be able to attend.	
6. Food Truck Fridays	No report	No action
7. Art in the Park	<p>a. Friday Sept 7<sup>th</sup> will be the installation of statues.</p> <p>b. Saturday Sept 8<sup>th</sup> 5PM Art in the Park Sculpture Tour Event (Sunset begins at 7:20 PM)</p> <p>Mayor Wescott has asked for better plans for the pedestals to be built.</p> <p>Dir. Loos has secured one free night for the artists at the Holiday Inn.</p> <p>Sponsorship applications were distributed to the Committee.</p>	No action
8. Tourism Grants Update: 1. Outdoor Adventure Fest \$500.00 grant request	A motion was made by Brian Tribley, and second by Mihir Makwana to approve the \$500 grant.	Motion carried.
9. Façade Grant Program Update:	The committee is waiting for one grant application to be submitted.	No action
10. Northwest Illinois Film Office:	<p>Janell Loos and Diane Bauseman visited the set of the film "Hunting God". The crew was very thankful for the help that Rock Falls Tourism had given them. Some scenes were filmed in Sterling at CGH Medical Center.</p> <p>The website is now live at <a href="http://www.filmnwillinois.com">www.filmnwillinois.com</a></p>	No action
11. Marketing/ Advertising/ Promotions:	<p>Director Loos has been working with the hotels for packages.</p> <p>WQAD and Rockford TV Stations have been contacted for advertising campaigns.</p>	No action
12. Hotel Updates	Mihir Makwana informed the committee that They tried their first brunch on Easter Sunday, and are working to set up another one for Mother's Day. New carpeting was recently installed in the hallways, and they have been working on the canal bike program.	No action

13. Committee Member Items	<p>Mayor Wescott informed the committee that Clinton, IA. has recently installed bike rentals.</p> <p>Diane Bauseman asked if there are any Air B&amp;Bs in Rock Falls. There is one, and more information will need to be attained about the property.</p> <p>Mike Sterba informed the committee that a ski show will be coming to Swards Park on July 21<sup>st</sup>.</p> <p>May 4<sup>th</sup> will be the dedication of the new lights at Wallingford Park. The Major diamond will be named "Arthur's Garden Deli Field" \$350,000 of new lights have been installed at the parks thanks to donations, and it cost the taxpayers nothing.</p>	No action
12. Adjournment	With nothing else for the good of the committee, the meeting was adjourned at 10:55am.	Meeting ends at 10:55am



Committee Chairman