



City of Rock Falls Tourism Committee Meeting Minutes

Date: 05-09-2018 Time Meeting Started: 10:00am Time Meeting Ended: 11:30am

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	p	Diane Bauseman	
Chamber of Commerce - Sarah Rohde	p	Bill Milby	p
Days Inn Hotel Representative		Janell Loos	p
Holiday Inn Hotel Representative	p	Mason Ramsey	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	A motion was made by Amy Poci, and second by Brian Tribley to approve the minutes of the April 11th, 2018 Tourism meeting	Motion carried Minutes approved
4. Updates: a. Blackhawk	No report	No action
b. Chamber Update - Sarah Rohde	Sarah Rohde informed the Committee that Summer Splash will be held on June 22 nd and 23 rd at Bowman Park. The Community Garage Sale will be July 27 th -29 th .	No action
c. Director Janell Loos i. Sunkissed Music Festival 2018 - June 8th and 9th	<p>Mason Ramsey addressed the committee concerning questions about the Sunkissed Music Festival. He spoke about security, porta-pots, and parking. The event will be requiring tickets to be shown to park in the area south of the park. There will be no parking along East 2nd St. or Wood Avenue.</p> <p>Mr. Ramsey has hired 40 security guards for the event, and will also be reaching out to Whiteside County for mounted patrol. RFPD will be hiring back 2 additional officers for the event. Security will be wearing identifying clothing. All backpacks will be searched at the gates. Tickets are limited to 3000 concert goers. Mr. Ramsey has been working with Ryan Venema for Emergency Services, and there will be a First Aid tent on Vendor Pad 2.</p> <p>Deputy Chief Milby will be called, and on site during the fence set up. The Police will be present, and the City will retain authority to shut down the event if things go badly. A motion to approve the new application, and allow 24 porta-potties (20 regular 4 handicapped) for the event was made by Amy Poci, and second by Sarah Rohde.</p>	Motion carried Approved to Council

ii.Rock Falls Days	Director Loos will be meeting with the South of the Rock group. The Bags tournament has been changed to Bratfest on September 1 st . The Committee would like a new application for the revised event. The Taste of Rock Falls will be held on June 16th. Rock Falls Days will be August 3 rd through August 5 th , 2018.	No action
iii.Rock Falls Fishing Tournament	Rock Falls Tourism will be in charge of the tournament this year. Director Loos has made contact with an emcee from the Fox Lake area. The INDR Permits have been attained. The weigh-in will be held at the lower dam parking lot with the boats lining up along East 1 st Street. The City will be purchasing a digital scale, and holding tanks for the fish this year. Other items will be purchased over the next few years as the tournament builds. A motion was made by Amy Poci, and second by Brian Tribley to approve the fishing tournament at the budgeted amount.	Motion carried, approved.
iv.Twin Cities Restaurant Week	Four restaurants are participating currently. The Tourism staff will move the focus to Restaurant Week from Food Truck Fridays.	No action
v.Food Truck Fridays	The event was so successful that the vendors ran out of food, and had to shut down at one point. The fees for vendor space, and electric were discussed, and they will be evaluated through 2018 with no changes. There were still lines waiting for food at 7:30pm.	No action
5.Art in the Park a.Friday Sept 7th Installation of Statues b.Saturday Sept 8th 5PM Art in the Park Sculpture Tour Event (Sunset begins at 7:20 PM)	The event is planning for statues to be unveiled on September 8 th at 5:00pm with a wine tasting. A winery may sponsor the wine tasting. Mayor Wescott asked that a meeting be scheduled with Mr. Yost concerning the pads necessary for the sculptures. The original pad suggestion was to be 4'x4' x6" they are now 5'x5' with steel reinforcements, It is unclear how the statues are attached.	A meeting will be set up to discuss details.
c.Tourism Grants Update: i.Approval of the request from Taste of Fiesta - \$500.00	It was noted that Tourism Grants will need to be typed in order to be accepted. A motion was made by Mike Sterba, and second by Amy Poci to approve the \$500.00 grant	Motion carried
ii.Approval of the grant request for a Water Ski Show for - \$1000	Mathew Hicks will be bringing the Skiing Broncos to Swards Park for a Scooby Doo themed show. The show will be 1 ½ - 2 hours. The grant request was for \$1000.00. Deputy Fire Chief Milby has concerns that the river in that area may not work well for the ski show as it is shallower than their regular venues. The committee recommends that the Ski Broncs come and survey the area.	Tabled
iii.Approval of the grant request for the Petunia City Brass Corps Show - \$2500	The event has been having a good response. It will be held in Rock Falls as the Dixon field is under construction. Social media posts form the group indicated that the event will be going back to Dixon. The Tourism Committee is interested in developing annual events that return to the City year after year. The costs have risen from \$7,500 to \$10,000 for the event organizers. They have asked for \$2000.00. The money raised from the sale of tickets goes to support Kreider Services, and the Lee County Council on aging. Being a good neighbor and giving the event a home this year, a motion was made by Mike Sterba, and second by Amy Poci for a grant award of \$500.00.	Motion carried.

iv.Façade Grant Program approval Judy Randall - \$2996.00	Judy Randall had asked to amend the application to include \$602.00 more expenses than the original application stated of \$5390.00. The grant reimburses 50% of eligible costs. A motion was made by Brian Tribley, and second by Mike Sterba to approve the façade grant at the original requested expenditure, and the grant amount being \$2695.00.	Motion carried
d.Northwest Illinois Film Office:	The NW IL Film Office is being promoted.	No action
e.Marketing/ Advertising/ Promotions:	There is a new Facebook video for the page, and it is being boosted in China, Norway, and England with good results. The Visitor's Guide is finished, and going to print.	
f.Hotel Updates	Amy Poci reported that with the nice weather, the weekends are getting busier. 33 rooms have been booked from the Sunkissed Music Festival.	No action
6.New Business: a.Riverfront Security Cameras	Administrator Blackert informed the Committee that three cameras will be installed initially. They will be tied into fiber and can be viewed from TwinCom and Police. More cameras will be installed when a control building is built.	No action
7.Committee Member Items	Alderman Schuneman asked about the new Rock Falls signage, and when it is to be installed. Brian Tribley mentioned that the sign installed last year at the Canal is leaning.	Dir. Loos will contact John Gragert about the signs.
	Mike Sterba thanked Mayor Wescott, and Jim Schuneman for being at the opening night of little league. There was discussion about promotion of the major league baseball players that came from Rock Falls.	No action
8.Adjournment	With nothing else for the good of the committee, the meeting was adjourned at 11:30am	Meeting ends at 11:30am



 Committee Chairman