



City of Rock Falls Tourism Committee Meeting Minutes

Date: 06-13-2018

Time Meeting Started: 10:00am

Time Meeting Ended: 11:25am

Members		Also Attended	
Alderman Schuneman - Chairman	p	Janell Loos	P
Alderman Kuhlemier		Administrator Blackert	p
Park District Rep. - Mike Sterba		Clerk Arduini	p
Brian Tribley	p	Diane Bauseman	p
Chamber of Commerce - Bethany Bland	p	Bill Milby	p
Days Inn Hotel Representative		Tammy Nelson	p
Holiday Inn Hotel Representative		John Hoffmiller	P
		Norene Crozier	P
Mayor Wescott	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 to approve the minutes of the May 9 th 2018 meeting was made by Brian Tribley, and second by Mayor Wescott. Janell Loos was added to the attendees.	Motion carried, Minutes approved
4. Updates: a. Blackhawk Waterways - Dianne Bausman	Mrs. Bausman informed the committee that travelers do not want to leave their tech behind, and are looking for areas with Wi-Fi and internet access. The Illinois Bicentennial is asking that museums give free admission on August 18 th and 19 th . The annual dinner will be held at the Brandywine Inn on August 23 rd , 2018.	No action
b. Chamber Update - Bethany Bland	Mrs. Bland distributed the event flier for Hometown Holidays. The Chamber is looking for volunteers to water flowers. Mayor Wescott does not know how business owners cannot take care of the flowers in front of their businesses.	No action
c. Director Janell Loos i. Sunkissed Music Festival wrap-up	There is an unpaid balance owed to the City for broken tents that were used. The City will be billing for 2 Police Officers that would not have needed to be hired back had the attendee number been correct. There is damage to the lawn caused by trucks being driven in the grass. Mayor Wescott visited the event numerous times over the two days. The crowd at the peak was about 52 people. One band would not comply with the vulgarity provisions of the park. There has been no explanation as to why the crowd was so low, or how many tickets were actually sold. Many artists were pleased with the venue. The sound and stage people liked the way the park is set up.	No action
ii. Touch-A-Truck August 11th RB&W	John Hoffmiller informed the committee that John Watts is again helping with Touch A Truck and it is a good community event the same as last	Motion carried

Application Approval	year. Verizon will again be giving out backpacks and school supplies. A motion to approve the RB&W application, and the \$500.00 event sponsorship grant was made by Brian Tribley, and second by Bethany Bland	
iii.Rock Falls Days	The taste of Rock Falls has been cancelled due to a lack of electrical facilities at the Lovelight Tree parking lot. There is a meeting on June 14 th with the organizers of the event. Events still going forward are: 1 st annual youth fishing extravaganza 2 nd Annual craft show Turtle races Catfish tournament Doggie pageant Street Dance Catfish Tournament	
iv.Rock Falls Big Cat Fishing Tournament	The Catfish tournament will be promoted with a 100% payback of purse in cash to winners. Ads will be on TV and radio. There are no sign ups yet. Winners of the catfish tournament will need to submit SS numbers and 1099s will be issued for prize winners.	No action
v.1st Annual Youth Fishing Extravaganza	The event is free, but the youth must be accompanied by an adult. T-shirts will be given to the participants. It was suggested to allow the kids to fish upstream of the lower dam, at Bowman and at Seward's park as the current is not as strong there. The hours are 8am to 11am. A motion was made by Mayor Wescott, and second by Bethany Bland to approve a \$500.00 grant for the event.	Motion carried
vi.Twin Cities Restaurant Week	There are 19 restaurants signed up. The \$45 signup fee will go to local food pantries. There will be auctions for gift cards, and the restaurants are scored at the end of the event with the winning restaurant receiving \$500.00. Janell Loos will be reaching out to more food pantries.	No action
vii.Food Truck Fridays	After a meeting with the food truck vendors, they would like to hold the event more often, and bring in tables, chairs and tents. Uptown restaurants have not seen issues with a loss of business. The committee agreed to allow one more Food Truck Friday this year to be held on August 4 th . The committee feels that there is enough seating, and they do not want tables brought in. The vendors are encouraged to form a committee and bring their ideas to the Tourism committee.	The next Food Truck Friday is scheduled for August 4 th .
viii.Art in the Park	Rhonda Reese informed the committee that they have been working on arranging tables, a tent, sponsors, and a VIP list. The logo has been finished. On September 8 th , 2018 there will be a VIP reception from 5pm to 6pm then the unveiling of the art will be held at 6:00pm. Mark Searing is working with contractors for the concrete bases.	No action
d.Tourism Grant Update: i.Received request for \$1000.00 from Rock Falls River Chase	A motion was made by Brian Tribley, and second by Mayor Wescott to approve the \$1000 grant. This event brings many overnight stays at the hotel from families watching the event.	Motion carried
iv.Received Grant Request for \$1000.00 from The Water Ski Show	The Ski Broncos have checked out the area, and feel that it is good for their show. A motion was made by Mayor Wescott, and second by Bethany Bland to approve a \$500.00 sponsorship grant for the event. Deputy Chief Milby mentioned that launching a boat at Seward's is the	Motion carried

	hard part. The Fire Department will drag the river next week, and again before July 21 st .	
e.Façade Grant Program Update	No applications currently	No action
f.Northwest Illinois Film Office	HBO is coming to Ogle County, The Tourism office is trying to work with Netflix.	No action
g. Marketing / Advertising/ Promotions	Fliers for various events are being distributed. Audio and video advertisements are created, and are being run on various media and TV stations.	No action
5.New Business: a. Approval of the event Test Drive at RB&W District East/West Patios	Norene Crozier approached the committee to gain permission to have a bus driver recruiting event on Saturday June 30th in the RB&W Parking lot. There will be trainers on hand, and people will have the opportunity to drive a school bus for free. Director Loos confirmed that the insurance has the City of Rock Falls listed as an additional insured. A motion to approve the event was made by Mayor Wescott, and second by Bethany Bland. There will be no fee as they are not using the slab, just the parking lot.	Motion carried
6.Committee Member Items	Alderman Schuneman asked about the progress of the "Welcome to Rock Falls" signs. The areas were re-staked, and J.U.L.I.E have been done.	No action
7. Adjournment	With nothing else for the good of the Committee, the meeting was adjourned at 11:25am	Meeting ends at 11:25am



Committee Chairman