



City of Rock Falls Tourism Committee Meeting Minutes

Date: 07-13-2018

Time Meeting Started: 10:00am

Time Meeting Ended: 11:25am

Members	Also Attended
Alderman Schuneman - Chairman	Janell Loos
Alderman Kuhlemier	Administrator Blackert
Park District Rep. - Mike Sterba	Clerk Arduini
Brian Tribley	Diane Bauseman
Chamber of Commerce - Bethany Bland	Bill Milby
Days Inn Hotel Representative	Tammy Nelson
Holiday Inn Hotel Representative	John Hoffmiller
	Norene Crozier
Mayor Wescott	

Topic	Discussion	Plan of Action
1.Call to Order - Chairman Schuneman	Meeting was called to order at 10:00am	Meeting begins at 10:00am
2.Audience Request	None	No action
3.Read & Approve Minutes	A motion was made by Mayor Wescott, and second by Brian Tribley to approve the Minutes of the June 13 th meeting.	Motion carried
4.Updates: a.Blackhawk Waterways - Dianne Bausman	Diane Bausman informed the committee that statewide hotel / motel taxes are up 13%. Illinois Bicentennial Passports were distributed offering self-guided tours in areas around the state. She presented a study shared by Tom Burns concerning the travel and spending trends of "Generation Z"	No action
b.Chamber Update - Bethany Bland	Summer Splash was well attended with over 100 businesses and non-profits participating. There was discussion about the timing of events during the next "Food Truck Friday" as it is the same night as the "Movie in the Park." This will be coordinated between Tourism and the Chamber. There may be the alumni band, and a magician that night. A Business after hours will be held on Thursday at Sauk Valley Community College. Alderman Schuneman brought up parking issues that arose from Summer Splash. The committee recognizes that parking will be impacted 2-3 times per year because of the events that are bringing many into the uptown area. Bethany Bland reported that an uptown business was surprised how much added business has come after participating in the Summer Splash event.	No action
c.Director Janell Loos i.ROCK FALLS RIVER CHASE Re-scheduled	The Committee reviewed and a motion to approve the application which was identical to the first one with only a date change was made by Bethany Bland, and second by Brian Tribley.	Motion carried

Date(Sept. 22-23 2018) new application submitted		
ii.ROCK FALLS DAYS (August 1-5 2018) 1.Petunia City Brass	Tourism will be setting up a booth / table at the event. Tickets are available for purchase at Tourism office in 3 tiers.	No action
2.Rock Falls Big Cat Fishing Tournament	Farm and Fleet is letting the City borrow a 1000 gallon tank for holding the fish before release. Parking for the boats has been figured out at the lower dam. A stage will be brought in by the National Guard. River Country 107.7 will be doing a live remote on Sunday from the event, supplying a golf cart, and providing a photo backdrop. They will be pumping river water into the tanks for the fish until release. There will be 3 food trucks set up in the CGH parking lot.	No action
3.1st Annual Youth Fishing Extravaganza	This event will be free for the kids in every way possible.	No action
4.Rock Falls Day Craft Show	There will be 75 vendors, and 3 food trucks.	No action
5.Rock River Turtle Race	3 grand prizes have been announced. The turtles will be let to swim off of the Route 40 Bridge, and then will be retrieved just downstream of the Lower Dam Park.	No action
6.1st Annual Doggy Pageant	Wahl Clipper will be supplying the trophies for the event. Tony McCombie will be judging along with hopefully the comfort dog handlers for each PD.	No action
iii.TWIN CITIES RESTAURANT WEEK	Restaurant Week is this Friday. There are 19 restaurants participating. Entry money will go to the food pantries. Janell Loos appeared on Paula Sands live with the restaurants that are participating.	No action
iv.FOOD TRUCK FRIDAYS	This is going well. The vendors would like to have more days. The next one is August 3 rd from 10:00am to 8:00pm. There will be more trucks.	No action
v.ART IN THE PARK	The committee discussed the pedestals being 5'x5' with rebar. Murray and Sons will be creating the pedestals, and they will be set in the grass. Mr. Yost will be arriving on Friday.	No action
vi.WATER SKI SHOW	The Ski Broncs will be hosting a water ski show at Swards Park on July 21 st . The Fire Department will be dragging the River on July 19 th . The band Monarch will be playing prior to the event.	No action
d.Tourism Grant Update	No report	No action
e.Façade Grant Program Update	No report	No action
f.Northwest Illinois Film Office	Tourism has been getting contacted by other areas wanting to start a film office. HBO will be visiting White Pines. A zombie movie may be filmed at the Savanna Depot.	No action
g. Marketing/ Advertising/ Promotions	A radio spot is running weekly on a couple of radio stations. Tourism will be going back to Paula Sands Live on July 30 th . Journal and Topics is featuring Restaurant Week, and they took travel guides to the Chicago area. Restaurant Week has been advertised in the Gazette. Facebook boosts have been used for events.	No action

5.New Business: a.Invoicing of Events	Director Loos presented the Committee with a "Rental Fees and Invoice Form" These need to be paid before the event. This helps the City get the needed services turned on for the event. Pricing will be reviewed by the Committee each year. There are additional fees for liquor.	No action
b.Clean-up of Events	Users must pick up the garbage after their event. Maintenance and clean up due to regular usage will need to be done by the City. There was much discussion about litter around the City, and people feeling it is someone else's job to pick it up. Bethany Bland reported that they picked up 10 bags of trash and weeds from the lovelight tree lot prior to Summer Splash. The Committee will investigate the institution of a refundable clean-up fee, and explore the possibility of having access to credit cards for transactions in the Tourism office.	Tabled.
6.Committee Member Items	Mike Sterba introduced Jed Johnson who will be the new Coloma Park District Director beginning August 31 st . 2018.	No action
	Brian Tribley asked about the old Rock Falls sign on West Route 30 now that the new sign is up. There was much discussion about the placement of the new sign. The Committee would like the new sign on East Route 30 placed in the right of way at the same location as the old sign.	Brian Tribley will remove the old sign on west Route 30.
	Jim Schuneman discussed being on the Board for Blackhawk Waterways, and their budget. Janell works with Diane to get things on the enjoyillinois.com website.	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