



City of Rock Falls Tourism Committee Meeting Minutes

Date: 09-20-2018 Time Meeting Started: 10:00am Time Meeting Ended: 11:43am

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

Topic	Discussion	Plan of Action
1.Call to Order - Chairman Schuneman	The meeting was called to order at 10:00am	Meeting begins at 10:00am
2.Audience Request	None	
3.Read & Approve Minutes	A motion to approve the minutes of the July 11 th , 2018 meeting was made by Bethany Bland, and second by Brian Tribley	Motion carried
4. Executive Session	A motion was made by Brian Tribley, and second by Mike Sterba to enter executive session for Section 2(c)(1) Employee hiring, firing, compensation, discipline, and performance with all members, and also including Diane Bauseman, Chief Nelson, Mayor Wescott, Administrator Blackert and Clerk Arduini.	Motion carried
	Committee enters executive session at 10:09am	
	Committee returns to regular session at 10:40am	
5.Action taken from executive Session	A motion was made by Brian Tribley, and second by Alderman Kuhlemier to have Adm. Blackert contact the candidates identified by the committee for interviews on September 27 th , 2018.	Motion carried
6. Tourism Committee Updates a.Blackhawk Waterways - Dianne Bausman	Diane Bauseman spoke about the annual dinner that was held at the Brandywine Inn in Dixon. It was full of western gear and well attended. The trail of terror is beginning featuring Haunted Haven, and Selmi's. The Governor's Conference on Tourism will be held February 4 th - 6 th . Registration is now open.	No action
b.Chamber Update - Bethany Bland	Bethany has heard a lot of "which is your favorite?" form the Art in the Park. Uptown Trick-or-Treat is October 26 th from 4:30pm to 6:00pm. People now come from out of town for this event. Parents like it because it is safe. Businesses also like it.	No Action

	Hometown Holidays will be November 15 th – 17 th . There may be a mural banner for people to take selfies in front of. It could be used for a social media post or Christmas cards.	
c.Tourism Director	Mayor Wescott informed the Committee that there will be 2 events on the river this weekend. "Taste of Fiesta" and Rock Falls River Chase. High water may impact the River Chase event.	No Action
d.Hotel Updates	The Holiday Inn is very busy. Alderman Schuneman thanked Amy for the help with Art in the Park.	No Action
F.New Business a.Review of Tourism Budget	The committee would like to see that events that are planned all come through the committee. The committee needs greater control on spending, and which events will be city events vs. events sponsored by Tourism. Food Truck Fridays, and Restaurant Week should be organized outside of the Tourism Office.	No action
c.Discussion of 2018 Events	The committee spoke about Taste of Fiesta. The Committee would like to solicit for sponsorships once a year, and then promote the sponsors at the events throughout the year at all of the events. The committee will work to prioritize events. Alderman Kuhlemier commented about Art in the Park. The pamphlets, and transportation were very helpful. There was much discussion about the Rock Falls Days events. The Committee wants more protocol in the future for events, and more discussion in committee.	No action
G.Next Meeting Date & Time	The next meeting will be held on October 10 th 2018.	
H.Committee Member Items	The committee would like to check with John Gragert concerning the "Welcome to Rock Falls" sign on the East side of Route 30. They would like it installed before winter. Adm. Blackert informed the committee that the south side of East 2 nd Street sold recently for \$700,000. The RB&W Park will continue to be built as fund come up from TIF money generated from the redevelopment of the south side of the road. Adm. Blackert would like the committee to email candidate questions to her for the interviews of the Tourism Director.	No action
K.Adjournment	With nothing else for the good of the committee, the meeting was adjourned at 11:43am	Meeting ends at 11:43am



Committee Chairman