



City of Rock Falls Tourism Committee Meeting Minutes

Date: 10/14/20

Time Meeting Started: 10:00 a.m. Time Meeting Ended: 11:10 a.m.

Members		Also Attended	
Chairman Jim Schuneman	P	Acting Tourism Director Melinda Jones	P
Alderman Casey Babel	P	Administrator Blackert	P
Amy Williamson	P	Mayor Wescott	P
Bethany Bland	P	Mike Sterba	P
Emily Roth	P	Alan Skoog	P
Tom Rynott	P		
Brian Tribley	P		
P-Attended A-Absent			

Ordinance/Topic	Discussion	Plan of Action
Call to Order	Meeting was called to Order at 10:00 a.m. by Chairman Schuneman	
Audience Requests	None	
Approve Minutes	Committee reviewed minutes from September 9, 2020 Tourism Committee meeting. Tom Rynott moved to approve minutes as presented, second by Alderman Casey Babel, motion carried	Minutes Approved
Tourism Committee Updates	- Diane Bausman was absent from Blackhawk Waterways, but forwarded her monthly updates report. - Bethany Bland from the Chamber updated the committee on: - The 1st Business Bootcamp was a success. - Garage Sale days had at least 100 participants and went well. - The Chamber is working on a safe way to have Hometown Holidays. - Interim Tourism Director Melinda Jones spoke on the following: - The Van wrap is complete. - Jammin on the Rock Event was a success on September 17. The event was cancelled on October 1st due to the rise in Covid. - The Catfish Tournament for 2021 will not use an outside party for planning/organizing or running the event. The date of the event will be decided later. - A request for a \$5000.00 Tourism Grant from the Coloma Park District was approved for use on a drive-thru Holiday Lights show at Centennial Park. A motion was made by Alderman Casey Babel and a second by Brian Tribley. Roll call vote, all aye. - Facade Grant Program-No new requests - Northwest Illinois Film Office-No updates - Marketing/Advertising/Promotions-No updates	Add to next months agenda- Discussion of landscape budgeting (RB & W)

	h. Hotels-No updates	
New Business	a. The Lumberjack Show is scheduled for October 2, 2021 at Selmi's for cost of \$6000.00. Bethany Bland motioned to approve with a second from Tom Rynott. Roll call vote, all aye. b. The Art in the Park Sculpture walk is scheduled for September 4, 2021. Emily Roth motioned to approve with a second from Alderman Casey Babel. Roll call vote, all aye. c. 2021 dates for Jammin' on the Rock are set for May 6, June 3, July 1, and August 5, 2021. Emily Roth made a motion to approve the dates and a second was made by Alderman Casey Babel. Roll call vote, all aye. d. Alan Skoog from Skoog Landscape and Design updated the Committee on landscaping plans that had previously been planned for the RB& W Park.	
Committee Member Items	• Mayor Wescott handed out flyers of suggestions for the artificial Love Light tree for 2021. He noted that lights and garland are included and the trees are at a significant discount when purchased off season.	
Adjournment	• Meeting adjourned at 11:10 a.m.	

Chairman Schuneman

