



## City of Rock Falls Tourism Committee Meeting Minutes

Date: 12-12-2018 Time Meeting Started: 10:05am

Time Meeting Ended: 10:49am

Members		Also Attended	
Alderman Schuneman - Chairman		Megan Horsman	p
Alderman Kuhlemier	p	Administrator Blackert	p
Park District Rep. - Jed Johnson	p	Clerk Arduini	
Brian Tribley	p	Diane Bauseman	p
Chamber of Commerce - Bethany Bland	p		
Days Inn Hotel Representative	p		
Mike Sterba	p		
Mayor Wescott			

Topic	Discussion	Plan of Action
1.Call to Order -	The Meeting was called to order and the members introduced themselves to Megan Horsman, the new Tourism Director.	Meeting begins at 10:05am
2.Audience Request	None	
3.Read & Approve Minutes	The minutes of the November 14 <sup>th</sup> , 2018 meeting were reviewed and approved.	Minutes approved
D.Tourism Committee Updates	Mrs. Bausman informed the committee that the Travel Blog is up and running.	No action
a.Blackhawk Waterways - Dianne Bausman	The importance of social media was discussed.	
b.Chamber Update - Bethany Bland	The Chamber reported that they are planning their 2018 events. The Chamber has adopted families for Christmas. Hometown Holidays was very successful this year.	No action
c.Tourism Director - Megan Horsman	The Tourism office has been promoting the hotels for the holidays, updating the website, and showcasing for weddings. Megan met with KWQC - TV and has been working on the Visitor Guide. The sponsorships have been broke down into three categories <ul style="list-style-type: none"> <li>- Corporate</li> <li>- Medium Business</li> <li>- Small Business</li> </ul> Tourism will also recognize in-kind donations.	No action
d.Rock Falls Tourism Grants Update	After reviewing the grant application a motion was made by Mike Sterba, and second by Brian Tribley to approve the grant for \$300.00.	Motion carried
i.Percussion Palooza 02/24/2019 application review		
f. Northwest Illinois Film Office	Whiteside County Economic Director Gary Camarano will be requesting grant money to invite 40 location scouts this summer.	
h.Hotel Updates	The Holiday Inn is having many updates. New breakfast, new internet, and an outdoor grilling area.	

a.Discussion of 2019 Events	<p>The committee reviewed dates for the upcoming events.</p> <ol style="list-style-type: none"> <li>1. Food Truck Fridays will be held on May 4th, June 7th, July 5th, and August 2nd.</li> <li>2. Art in the Park Walk will be held Sept. 7th</li> <li>3. Fishing Tournament Sept 27<sup>th</sup> -29<sup>th</sup></li> </ol> <p>A motion to approve the dates was made by Bethany Bland, and second by Amy Poci</p>	Motion Carried
b.FY19 Tourism Grant Update	Administrator Blackert informed the committee that the city is currently working on a grant for \$400,000.	
F.Next Meeting Date & Time	The next meeting will be held on January 9 <sup>th</sup> at 10:00am	
J.Adjournment	With nothing else for the good of the committee, the meeting was adjourned at 10:49am	Meeting ends at 10:49am



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Committee Chairman