



## City of Rock Falls Tourism Committee Meeting Minutes

**Date: 3-15-2016      Time Meeting Started: 9:00am      Time Meeting Ended 10:30am**

Members		Also Attended	
Alderman Logan – Chairman	p	Mayor Wescott	p
Alderman Kuhlemier		Administrator Blackert	p
Alderman Watts	p	Clerk Arduini	p
Amy Poci – Holiday Inn Express & Suites	p	Diane Bausman	p
Justin Burno – Days Inn	p	Bill Milby	p
Tourism Director - Janelle Loos	p		
Chamber Board Rep – Keri Olson			
Mike Sterba	p		
<b>Also Attended</b>			

Topic	Discussion	Plan of Action
1. Call to Order @ 9:00 a.m. – Chairman Logan	Meeting was called to order at 9:00am	Meeting begins at 9:00am
2. Read and approve minutes from the February 9th, 2016 meeting.	The minutes were reviewed by the committee. A motion to approve the minutes as presented was made by Alderman Watts, and second by Director Loos.	Minutes were approved with a unanimous vote
4. Old Business: a. Louie Bellson drum set discussion	Director Loos has reached out to the Bellson family, and Francine favors the 360 degree style enclosure rather than a sound room. She would like to see the set stay local. Francine may be able to help publicize, and find funding.	No action
b. Muck Rack-Advertising Contacts for Tourism	After more research, and budget discussions, Dir. Loos favors no action on this item currently.	No action
c. Rock Falls Tourism budget discussion	The committee discussed how much grant money should be allocated to the Marketing, and Sponsorship Grants. With a total of \$9000 available for grants a motion was made by Alderman Watts, and second by Mike Sterba to allocate \$4500.00 to each this year.	The grant allocations were approved unanimously by the committee. Dir. Loos will be working out to the softball tournament to assist the families staying in Rock Falls have knowledge of the area and dining options.
d. Billboard on Route 88 design discussion	Director Loos shared a few of the ideas for the updates sign on Route 88 at Rochelle. She stated that Paul Gierhardt would charge \$100.00 for the use of one of his photos on the sign.	Committee recommends to get some pictures that illustrate “City and Nature” for the background. Tabled
5. Tourism Grants a. Percussion Palooza marketing and sponsorship financials review.	Upon review of the grant offered to the Percussion-Palooza Event, the group was found to have spent \$278.64 on qualifying marketing as described in the grant application. There were receipts turned in for website design, but there was no mention of Rock Falls Tourism via text or logos anywhere on the site. There was no money spent on advertising beyond 50 miles. The organization offered to return unused money, and as this is a reimbursement grant, the money should not have been distributed ahead of time. The City would like to help promote this event, and help it grow next year.	The committee requests that the unused money (\$721.36) be returned to the Tourism office.

b.Bridge the Community 5K 10K race marketing Grant Application.	Alderman Logan explained that the grant issued to the Bridge the Community event last year was a special circumstance as the Tourism Committee was just forming as the request came in. The group received \$2000 as a Corporate Sponsorship last year, and Rock Falls Tourism was promoted throughout the event. The Organization came back and received another donation later from RF Tourism. The Group is looking for the same Corporate Sponsorship this year. Rock Falls Tourism will be promoted similarly as last year, with also being added to the registration form, and links from the website. A motion to approve the Corporate Sponsorship to be paid up front with accounting to be returned to the committee was made by Mike Sterba, and second by Alderman Watts.	The committee approved the request unanimously.
6.Updates: a. Director Janell Loos	Director Loos informed the committee that she had created a blog for the Tourism Department. The most recent topic is a local animal encyclopedia. She reports that response has been good. Dir. Loos will be working on adding more of a city feel to the website.	No action.
b.Façade Grant Program Update i.La Familia	Tourism funds this grant, and the RFCDC had previously handled the administration for applicants. The Applications will now be taken through the Building Department, Reviewed by the Tourism Director, and then a meeting of the Façade Committee will review the application and make a recommendation to the Tourism Committee. La Familia, is currently is working under an extension granted by the Façade committee.	The Tourism Committee will review the Façade Grant application, and Façade Committee after April 30 <sup>th</sup>
ii.Treasure Chest	The Treasure Chest has installed a new awning, opened up for business, and should be finished with renovations by April 30 <sup>th</sup> , 2016.	No action.
c.Blackhawk Waterways – Dianne Bausman	Diane Bausman presented the 2016 Visitor’s Guide to the committee. Mrs. Bausman reported that she had attended a couple of lobby days in Springfield. The legislators don’t see anything going on with the budget until after the election. Illinois tourism numbers are up, but there is no international promotion being done due to the lack of funding of the Illinois Office of Tourism. Her organization has begun applying for 2017 grants. Her group is also looking forward to working with Rock Falls and they are looking for any funding help the City could offer. Governor Rauner will be at the Governor’s Council on Tourism.	No action
7. Adjournment.	With nothing else for the good of the committee the meeting was adjourned at 10:30am	Meeting ends at 10:30am

Committee Chairman

  
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