

# **Tourism Agenda**

## **January 17<sup>th</sup>, 2025 9:00 AM      Rm 250**

To View Meeting Live go to:

<https://www.youtube.com/channel/UCjwHFIoW13M224SgVU95Ifg>

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1. Call Meeting to Order
2. Motion to approve remote attendance pursuant to Resolution #23-53
3. Approval of Previous Meeting Minutes
4. BUDGET 2023-2024 and/or 2024-2025
  - a. Review Current Bill Report to Monthly Report
  - b. Approval of Bills
5. Citizen Comment
6. Coalition Update
7. Heritage Corridor Update
8. **Tourism Funding Request**
9. New Business
  - Wind and Solar Farms
  - Cinema/Movie Theatre Advertising Program Parks Commercial
  - Consistent CTA/sound
  - ILGOVCONF25
  - MPP Grant
10. **Old Business**
  - Development of Trails and Parking at the newly acquired land
  - Visitor Guide Distribution Update
    - E-Blast approval
  - Facebook and Instagram Updates
  - LaSalle County Tourism Guidelines
11. Senate and House Bills
12. Adjourn Meeting

## TOURISM MEETING

A Meeting of the Tourism Committee was held on January 17, 2025 at 9:00am in rm 250 with the following members present:

Per Diem	Mileage	Members Absent:
Jill Bernal	Jill Bernal	
Cathy Owens	Cathy Owens	
Doug Stockley	Doug Stockley	
Ronald Blue	Ronald Blue	
William Brown	William Brown	
Brian Dose		
Ali Braboy	Ali Braboy	

### Non-Members/Visitors Present:

Bob Navarro	Heritage Corridor	Ana Koval	I & M Canal
Lynsey Nguyen	Starved Rock	Kathy Casstevens	Starved Rock
Curt Bedei	LaSalle	Michelle White	Effect TV
Sandra Billard	ZBA Chair	Don Jensen	Chairman
Tom Miller	Tom Miller		

Motion Mr. Brown. 2<sup>nd</sup> Ms. Owens by that the minutes of the previous meeting be approved as presented. Aye=All Nay=None Motion Carried.

Motion by Ms. Owens 2<sup>nd</sup> by Mr. Brown to approve bills \$22,082.29 handdrawn Aye=All Nay=None Motion Carried

### Citizen Comment

#### Coalition Update

- Next meeting will be March 4, 2025 and currently have 13 members

#### Heritage Corridor Update

- Flock to the Rock is in full swing
- Michelle from Effect TV was presented to speak to the committee about our options.

### **Tourism Funding Request**

*Next set of requests are due February 15<sup>th</sup>*

### **NEW BUSINESS**

#### Marketing

Motion by Mr. Brown 2<sup>nd</sup> by Ms. Owen to approve ½ of the baseball season plus an additional \$20,000.00 to add for hometown hub additional zones Aye=All Nay=None Motion Carried

#### Wind and Solar Farms

- Discussion on how wind and solar farms impact Tourism

#### Cinema/Movie Theatre Advertising Program Parks Commercial

- Discussion on options – not in marking plan budget for this year

ILGOVCONF25

- Have not received an official date on conference
- Will discuss at the next meeting

**OLD BUSINESS**

MPP Grant

- In communication with the State on the grant

Development of Trails and Parking at the newly acquired land

- No discussion

Visitor Guide Distribution

- Guide distribution is going great

E-Blast

No Discussion

Facebook and Instagram Update

- Update will be presented next month

Motion Mr. Blue 2<sup>nd</sup> by Mr. Brown that the meeting adjourn. Aye=All Nay=None Motion Carried

Minutes prepared by Amanda Myers

*Note: Minutes reflect the order of the agenda and may not necessarily reflect the order of business conducted at the meeting.*

*\*\* For detailed information in regards to the committee bills please review the financial information on our website\*\**

*Handouts  
And  
Reports*

MLB regular season

## Cubs Zone Package Opportunity – Chicago

### Half Season Package

<b>80</b> Games	<b>Chicago Cubs Regular Season</b> on MARQ
<b>plus</b>	<b>Effectv Streaming: TV/Premium Video Sports Content Targeting</b>

Zone(s)	TV Ads per Zone	Streaming Impressions	TV Investment	Total Investment
AURORA/NAPERVILLE-1737	80	53,350	\$6,400	\$8,534
OAK BROOK-6217	80	42,675	\$5,120	\$6,827
GLENVIEW/EVANSTON-1283	80	33,350	\$4,000	\$5,334
HIGHLAND PARK-5126	80	30,000	\$3,600	\$4,800
ORLAND PARK-1820	80	46,675	\$5,600	\$7,467
ST. CHARLES/WHEATON-1733	80	50,000	\$6,000	\$8,000
<b>GRAND TOTAL</b>	<b>480</b>	<b>256,050</b>	<b>\$30,720</b>	<b>\$40,962</b>

- Zone Packages take precedent over retail OTO's
- Additional events/programs may be available; see your Account Executive for more detail.
- Effectv Streaming as illustrated is Zone Targeted Premium Video @ \$40 CPM; shown as recommended 25% of Zone total.
- Each zone includes minimum of \$250 in Effectv Streaming.
- Modifications to geo or audience targets are subject to CPM changes. Contact your Account Executive for more Effectv Streaming opportunities.
- All live sports schedules, times, dates are subject to change; inventory subject to change.
- Number of home team games may vary depending on schedule.

Authorized Acceptance: \_\_\_\_\_ Date: \_\_\_\_\_

MLB regular season

## Cubs Zone Package Opportunity – Chicago – add on zones

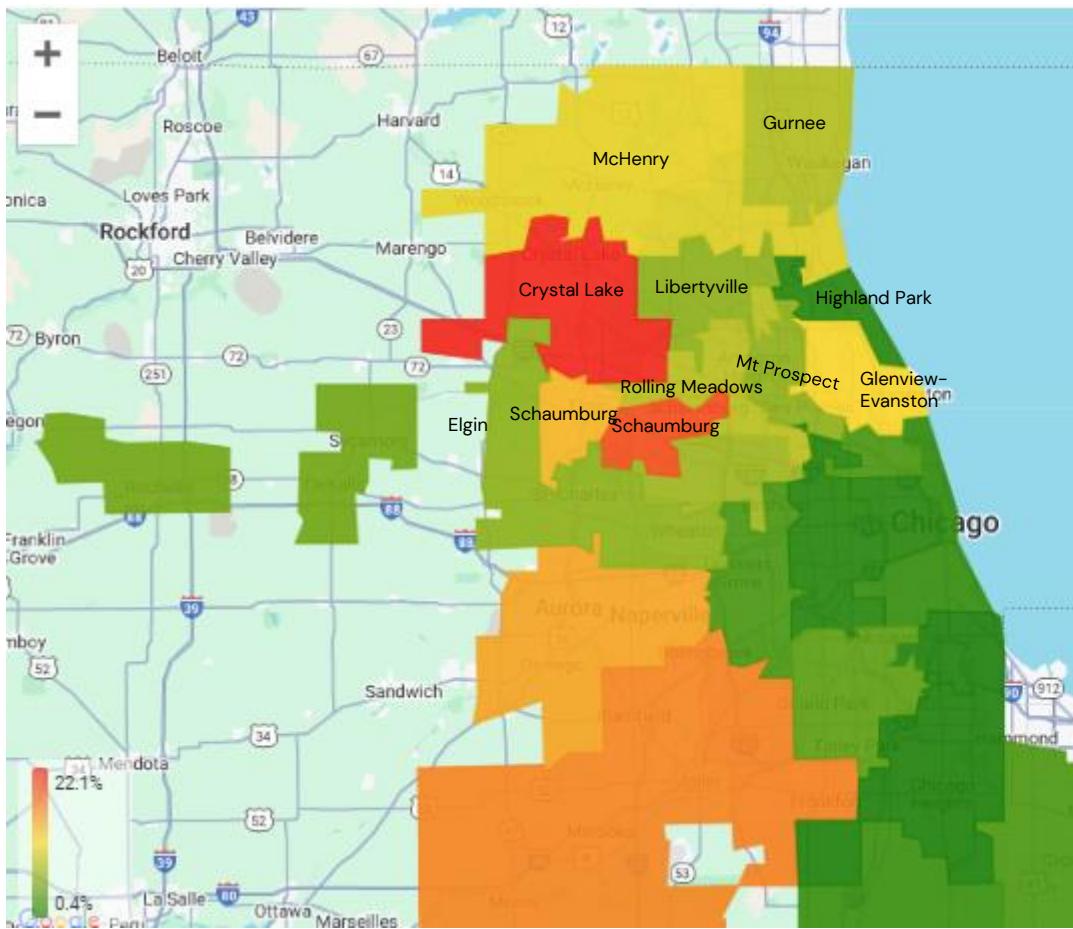
### Half Season Package

<b>80</b> Games	<b>Chicago Cubs Regular Season</b> on MARQ
<b>plus</b>	<b>Effectv Streaming: TV/Premium Video Sports Content Targeting</b>

Zone(s)	TV Ads per Zone	Streaming Impressions	TV Investment	Total Investment
CRYSTAL LAKE-2696	80	26,675	\$3,200	\$4,267
GURNEE-5553	80	23,350	\$2,800	\$3,734
LIBERTYVILLE-1863	80	23,350	\$2,800	\$3,734
MCHENRY-573	80	30,000	\$3,600	\$4,800
SCHAUMBURG-1795	80	26,675	\$3,200	\$4,267
<b>GRAND TOTAL</b>	<b>400</b>	<b>130,050</b>	<b>\$15,600</b>	<b>\$20,802</b>

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Authorized Acceptance: \_\_\_\_\_ Date: \_\_\_\_\_



## Top Zones for Target Segment

Zone Name	% of Selected Target HHs By Zone
Crystal Lake	22%
Schaumburg	19%
Frankfort	16%
Joliet	16%
Aurora-Naperville	14%
Elgin	13%
Glenview-Evanston	11%
McHenry	10%
Libertyville	10%
Rolling Meadows	8%
Gurnee	8%
Bloomingdale	7%
Mt Prospect	7%
St Charles-Wheaton	6%
Barrington	6%
DeKalb IL	5%
Orland Park	4%

# COMCAST CHICAGO ZONE COVERAGE

