

Tourism Agenda

February 17th, 2023 9:00 AM Rm 250

To View Meeting Live go to:

<https://www.youtube.com/channel/UCjwHFloW13M224SgVU95Ifg>

1. Call Meeting to Order
2. Approval of Previous Meeting Minutes
3. BUDGET 2022-2023
 - a. Review Current Bill Report to Monthly Report
 - b. Approval of Bills
4. Citizen Comment
5. Coalition Update
6. Heritage Corridor Update
7. **Tourism Funding Request**

Next set of funding requests were due February 15th, 2023
8. **New Business**
 - MPP Grant
 - 2023-2024 Brochure
9. **Old Business**
 - Development of Trails and Parking at the newly acquired land
 - American Rescue Plan (Tourism)
 - Visitor Guide Distribution Update
 - E-Blast approval
 - Facebook and Instagram Updates
 - LaSalle County Tourism Guidelines
10. Senate and House Bills
11. Adjourn Meeting

TOURISM MEETING

A Meeting of the Tourism Committee was held on February 17, 2023 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	
Steve Aubry		Pamela Beckett

Non-Members/Visitors Present:

Bob Navarro	Heritage Corridor	Ryan Searl	Shaw Media
Kathy Casstevens	Starved Rock	Don Jensen	Board Chairman
Curt Bedei	Coalition	Mike Kasap	Board Member

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

BUDGET 2020-2021

Motion by Mr. Aubry 2nd by Mr. Stock to approve bills in the amount of \$51,330.01 Aye=All Nay=None
Motion Carried

Citizen Comment

Coalition Update

- New Chair Curt Bedei and Kathy Casstevens vice chair and some new members have joined
- Next meeting is in March 7th at the Utica Welcome Center
- Nothing new with Looking for Lincoln

Heritage Corridor Update

- Bob Navarro updated the committee on the travel guide ad
- Flock to the Rock will start a digital passport for prizes at 145-150 locations

Tourism Funding Request

Next set of Funding requests are due 2/15/23

NEW BUSINESS

MPP Grant

- Should hear something late March or early April

2023-2024 Brochure

- Shaw Media Ryan Searl brought in 3 options for the cover of the new brochure – committee decided on option 1 (see attached)

OLD BUSINESS

Development of Trails and Parking at the newly acquired land

- Asked for a seat at the table and waiting to hear back from Senator Rezin

American Rescue Plan

- Tourism was granted \$150,000.00 – Heritage Corridor is working on the process

Visitor Guide Distribution

- Please see attached information in regards to distribution

E-Blast

No Discussion

Facebook and Instagram Update

- Numbers for Facebook and Instagram have grown trying different stories and photos [see attached]

Motion Mr. Blue 2nd 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***

*Reports
And
Handouts*

LASALLE
County

Visitors
Guide

HOME OF STARVED ROCK

PARK MAPS INSIDE

enjoy **illinois**

Enjoy LaSalle County
Come for the Beauty. Stay for the Adventure.

1

LASALLE
County

Visitors
Guide

HOME OF STARVED ROCK

PARK MAPS INSIDE

enjoy **illinois**

Enjoy LaSalle County
Come for the Beauty. Stay for the Adventure.

2

LASALLE
County

Visitors
Guide

HOME OF STARVED ROCK

PARK MAPS INSIDE

enjoy **illinois**

Enjoy LaSalle County
Come for the Beauty. Stay for the Adventure.

3

LaSalle County Tourism SOCIAL MEDIA REPORT

2.17.23

Ryan Searl

Website Brand Manager, Shaw Media

rsearl@shawmedia.com



Success Snapshot

Between January 1 - January 31 we achieved the following:

FB Accounts Reached

12,656

1/1 - 1/31
Users

Instagram Accounts
Reached

11,813

1/1 - 1/31
Engagements

Website Traffic

5,179

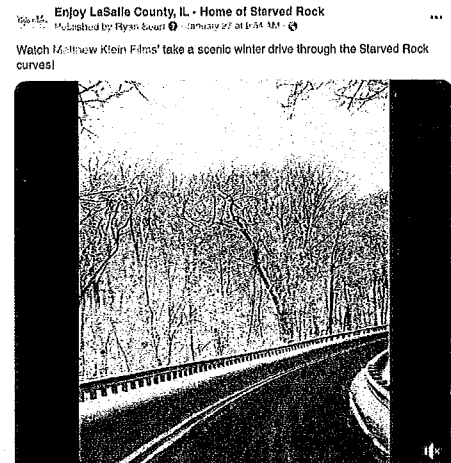
1/1 - 1/31
Page Views

Facebook Performance

January 1 - January 31

# of posts	Net Followers Gain/Loss	Page Views	Post Reach
11 (Posts + Stories)	89/16	417 unique page views	12,656 users
Top Content: <ul style="list-style-type: none"> • Events • Starved Rock State Park Photos • Commercials 	Avg User: <ul style="list-style-type: none"> -Female -Early to mid 50's -Lives within 100 miles of the area 	Video content did very well in Dec. - Jan.	Popular Regions: <ul style="list-style-type: none"> • Aurora • Naperville • Quad Cities • Chicago • Peoria • Rockford

Top performing post:



Instagram Performance

January 1 - January 31

# of posts and stories	Net Followers Gain/Loss	Total Content Interactions	Bio Link Clicks	Accounts Reached
9 (Market & Light Show coverage)	72/25 Avg User: - Female - Mid to late 30's	174 (Favoring Story + video content)	73	11,813 Popular Regions: <ul style="list-style-type: none"> • Quad Cities • Aurora • Chicago • Naperville

Top performing post:



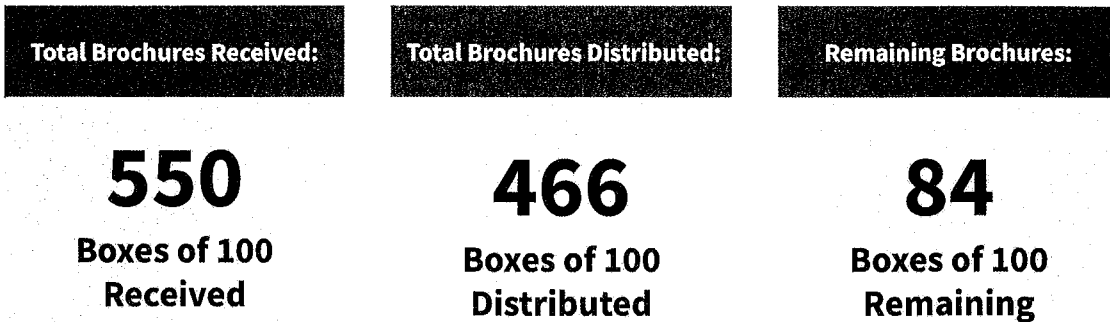
Website Performance

January 1 - January 31

Popular pages	Total Traffic	Directed From	Avg Email Subscriber
<ul style="list-style-type: none"> • <u>Resorts & Lodges</u> • Parks & Nature • Dining • Shopping • <u>Events</u> 	3,869 New Users 4,384 Total Users 5,179 Pageviews	<ul style="list-style-type: none"> • Google Search • Facebook (Groups shared Facebook content) • Instagram • <u>Partner pages</u> -Kishauwau Cabins -Enjoy Illinois Redirects 	<ul style="list-style-type: none"> • Located at least 50 miles from LaSalle Co. • Mid to late 40's • Nearly 40% Out of State • Largely in Chicagoland Area

Delivery Fulfillment

Distribution 5/19 - 2/16:



Stat Tracking

January 2022 - January 2023

	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22
Facebook Users	11,432	11,334	11,591	12,267	12,350	12,489	13,307	12,949
Instagram Engagement	9,629	9,816	10,237	11,488	11,635	10,217	11,689	12,725
Website Page Views	4,481	4,753	5,152	5,781	5,815	5,764	5,681	5,932
Delivery Fulfillment	197	216	249	287	342	381	399	432