

# Tourism Agenda

## February 21<sup>st</sup>, 2025 9:00 AM Rm 250

To View Meeting Live go to:

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

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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 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**

Funding Requests were due February 15<sup>th</sup>.  
Received a total of 19 for next month
9. **New Business**
  - Parks Commercial
  - Marketing Plan
  - 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 February 21, 2025 at 9:00am in rm 250 with the following members present:

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

### Non-Members/Visitors Present:

|                  |                   |            |             |
|------------------|-------------------|------------|-------------|
| Kate Gillmann    | Heritage Corridor | Ana Koval  | I & M Canal |
| Conner Broderick | Reelcreative      | Curt Bedei | LaSalle     |
| Ryan Searl       | Shaw Media        | Don Jensen | Chairman    |
| Tom Miller       | Tom Miller        |            |             |

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

Motion by Ms. Stockley 2<sup>nd</sup> by Ms. Braboy to approve bills \$59,410.00 handdrawn Aye=All Nay=None  
Motion Carried

### Citizen Comment

### Coalition Update

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

### Heritage Corridor Update

- Wrapping up Flock to the Rock
- New Travel guides coming out in May

## **Tourism Funding Request**

March 21<sup>st</sup> Tourism meeting there will be 19 requests

## **NEW BUSINESS**

### Parks Commercial

- Conner Broderick presented the Parks commercial to the committee
- Some discussion on the Baseball commercial took place

### Marketing Plan

- Updated the committee on videos and video ideas for this year.

## **OLD BUSINESS**

### **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. Brown 2<sup>nd</sup> by Mr. Blue 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*

# LaSalle County Tourism SOCIAL MEDIA REPORT

2.20.24

Ryan Searl

Website Brand Manager, Shaw Media

rsearl@shawmedia.com



## Success Snapshot

Between Jan. 1 - Jan. 31 we achieved the following:

FB Accounts Reached

**12,725**

1/1 - 1/31  
Users

Instagram Accounts  
Reached

**13,219**

1/1 - 1/31  
Engagements

Website Traffic

**7,383**


1/1 - 1/31  
Page Views

## Facebook Performance

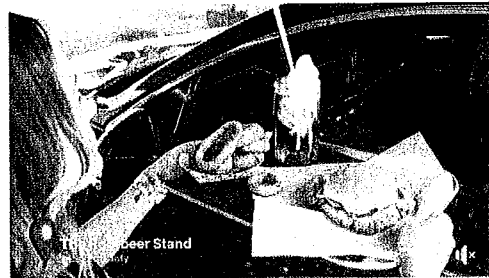
January 1 - January 31

| # of posts   | Net Followers Gain/Loss   | Page Views  | Post Reach   |
|--|---|---|--|
| 11 (Posts + Stories)   | 71/24   | 986 unique page views                             | 12,725 users   |
| <b>Top Content:</b> <ul style="list-style-type: none"> <li>Video posts</li> <li>Eagle Watch</li> </ul> | <b>Avg User:</b> <ul style="list-style-type: none"> <li>-Female</li> <li>-Early to mid 50's</li> <li>-Lives within 100 miles of the area</li> </ul> | (Top: Video spots, Ice climbing, Market coverage) | <b>Popular Regions:</b> <ul style="list-style-type: none"> <li>Aurora</li> <li>Naperville</li> <li>Quad Cities</li> <li>Chicago</li> <li>Peoria</li> <li>Rockford</li> </ul> |

### Top performing post:


**Enjoy LaSalle County, IL - Home of Starved Rock**  
 January 23 at 5:37 PM · 🌐

Join us as we visit The Rootbeer Stand, a classic drive-in serving sandwiches, apps and homemade root beer - conveniently located in Oglesby, near Starved Rock and Matthiessen State Parks.

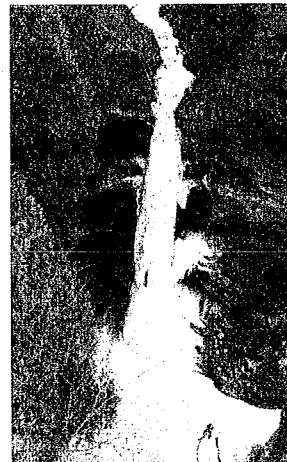


## Instagram Performance

January 1 - January 31

| # of posts and stories | Net Followers Gain/Loss  | Total Content Interactions | Bio Link Clicks | Accounts Reached   |
|------------------------|--|----------------------------|-----------------|--|
| 10                     | 52/19  | 749                        | 67              | 13,219   |
|                        | <b>Avg User:</b> <ul style="list-style-type: none"> <li>- Female</li> <li>-Mid to late 30's</li> </ul> |                            |                 | <b>Popular Regions:</b> <ul style="list-style-type: none"> <li>Quad Cities</li> <li>Aurora</li> <li>Chicago</li> <li>Naperville</li> </ul> |

### Top performing post:



## Website Performance

January 1 - January 31

| Popular pages  | Total Traffic   | Directed From   | Avg Email Subscriber   |
|--|---|---|--|
| <ul style="list-style-type: none"> <li>Resorts &amp; Lodges</li> <li><u><b>Parks &amp; Nature</b></u></li> <li>Dining</li> <li>Shopping</li> <li><u><b>Events</b></u></li> </ul> | 5,618 New Users<br>6,449 Total Users<br>7,383 Pageviews | <ul style="list-style-type: none"> <li>Google Search</li> <li>Facebook<br/>(Groups shared Facebook content)</li> <li>Instagram</li> <li><u><b>Partner pages</b></u><br/>               -Commercial redirect<br/>               -Kishauwau Cabins<br/>               -Enjoy Illinois Redirects             </li> </ul> | <ul style="list-style-type: none"> <li>Located at least 50 miles from LaSalle Co.</li> <li>Mid to late 40's</li> <li>Nearly 40% Out of State</li> <li>Largely in Chicagoland Area</li> </ul> |

## Delivery Fulfillment

Distribution 2/20:

| Total Brochures Received: | Total Brochures Distributed: | Remaining Brochures:      |
|---------------------------|------------------------------|---------------------------|
| <b>550</b>                | <b>392</b>                   | <b>148</b>                |
| Boxes of 100<br>Received  | Boxes of 100<br>Distributed  | Boxes of 100<br>Remaining |