

Tourism Agenda

February 21st, 2025 9:00 AM Rm 250

To View Meeting Live go to:

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

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 15th.
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	
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:

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

Motion by Ms. Stockley 2nd 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 21st 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 2nd 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

Instagram Accounts
Reached

Website Traffic

12,725

1/1 - 1/31
Users

13,219

1/1 - 1/31
Engagements

7,383

1/1 - 1/31
Page Views

Facebook Performance

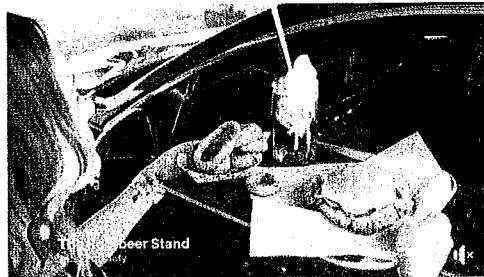
January 1 - January 31

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

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 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">Resorts & Lodges<u>Parks & Nature</u>DiningShopping<u>Events</u>	5,618 New Users 6,449 Total Users 7,383 Pageviews	<ul style="list-style-type: none">Google SearchFacebook (Groups shared Facebook content)Instagram<u>Partner pages</u> -Commercial redirect -<i>Kishauwau Cabins</i> -<i>Enjoy Illinois</i> Redirects	<ul style="list-style-type: none">Located at least 50 miles from LaSalle Co.Mid to late 40'sNearly 40% Out of StateLargely in Chicagoland Area

Delivery Fulfillment

Distribution 2/20:

Total Brochures Received:

550

Boxes of 100
Received

Total Brochures Distributed:

392

Boxes of 100
Distributed

Remaining Brochures:

148

Boxes of 100
Remaining