

# Tourism Agenda

March 17<sup>th</sup>, 2023 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. 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. **Tourism Funding Request**
  - Kites in Flight – Billboard and Social Media
  - Camp Tuckabatchee Summer Camp – Rack cards
  - Starved Rock Summer – Rack Cards, Billboard, Social Media and Other
  
6. **New Business**
  - MPP Grant
  - 2023-2024 Brochure
  
7. **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
  
8. Coalition Update
9. Heritage Corridor Update
  
10. Senate and House Bills
11. Adjourn Meeting

## TOURISM MEETING

A Meeting of the Tourism Committee was held on March 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	
Pamela Beckett		
Steve Aubry		

### Non-Members/Visitors Present:

Kate Meehan	Heritage Corridor	Ryan Searl	Shaw Media
Kathy Casstevens	Starved Rock	Don Jensen	Board Chairman
Curt Bedei	Coalition	Mike Kasap	Board Member
Donna Reynolds	Ottawa Visitor Center	Gavin F	Streator Tourism
Ken Hicks	Camp Tuckabatchee		

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

### BUDGET 2022-2023

Motion by Mr. Stockley 2<sup>nd</sup> by Mr. Aubry to approve bills in the amount of \$22,599.94 Aye=All Nay=None  
Motion Carried

### Citizen Comment

### **Tourism Funding Request**

#### *Kites in Flight – Billboard and Social Media*

Motion by Ms. Beckett 2<sup>nd</sup> by Ms. Owens to approve the billboard and social media for the Kites in Flight event Aye=All Nay=None Motion Carried

#### *Camp Tuckabatchee Summer Camp – Rack cards*

Motion by Mr. Blue 2<sup>nd</sup> by Mr. Stockley to approve Rack Cards for Camp Tuckabatchee Aye=All Nay=None  
Motion Carried

#### *Starved Rock Summer – Rack Cards, Billboard, Social Media and Other*

Motion by Mr. Aubry 2<sup>nd</sup> by Mr. Stockley to approve rack cards, billboard, Social Media and Other for the Starved Rock Summer events Aye=All Nay=None Motion Carried

#### *Streator Food Truck Festival – Rack Cards, Billboard and Social Media*

Motion by Ms. Beckett 2<sup>nd</sup> by Ms. Owens to approve all three options for the Streator Food Truck Festival  
Aye=All Nay=None Motion Carried

### **NEW BUSINESS**

#### *MPP Grant*

- Should hear something late March or early April

## 2023 – 2024 Brochure

Working on the final edit of the brochure

### 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]

#### Coalition Update

- Chair Curt Bedei and Kathy Casstevens vice chair and some new members have joined
- Next meeting is in June
- Nothing new with Looking for Lincoln

#### Heritage Corridor Update

- Kate Meehan updated the committee on the visitor center

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\*\**

*Reports  
And  
Handouts*

# LaSalle County Tourism SOCIAL MEDIA REPORT

3.17.23

Ryan Searl

Website Brand Manager, Shaw Media

rsearl@shawmedia.com



## Success Snapshot

Between February 1 - February 28 we achieved the following:

FB Accounts Reached

**11,825**

2/1 - 2/28  
Users

Instagram Accounts  
Reached

**10,542**

2/1 - 2/28  
Engagements

Website Traffic

**5,823**

2/1 - 2/28  
Page Views

# Facebook Performance

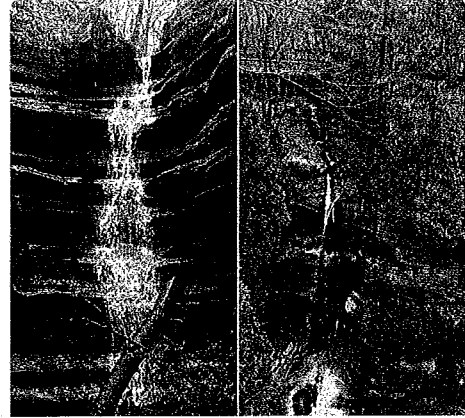
February 1 - February 28

# of posts	Net Followers Gain/Loss	Page Views	Post Reach
9 (Posts + Stories)	104/37	294 unique page views	11,825 users
<b>Top Content:</b> <ul style="list-style-type: none"> <li>• Events</li> <li>• Starved Rock State Park Photos</li> <li>• Commercials</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>	<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  
 Published by Ryan Swart • February 24 at 4:05 PM

Be sure to pack your hiking boots if you're hoping to see waterfalls at Starved Rock and Matthiessen State Parks this weekend!



# Instagram Performance

February 1 - February 28

# of posts and stories	Net Followers Gain/Loss	Total Content Interactions	Bio Link Clicks	Accounts Reached
10 (Eagle video + Park Photos)	62/19	207 (Favoring Story + video content)	92	10,542
<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

February 1 - February 28

Popular pages	Total Traffic	Directed From	Avg Email Subscriber
<ul style="list-style-type: none"> <li>• <b><u>Resorts &amp; Lodges</u></b></li> <li>• Parks &amp; Nature</li> <li>• Dining</li> <li>• Shopping</li> <li>• <b><u>Events</u></b></li> </ul>	4,647 New Users 5,681 Total Users 5,823 Pageviews	<ul style="list-style-type: none"> <li>• Google Search</li> <li>• Facebook (Groups shared Facebook content)</li> <li>• Instagram</li> <li>• <b><u>Partner pages</u></b>                -<i>Kishauwau Cabins</i>                -<i>Enjoy Illinois</i>                -<i>Redirects</i></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 5/19 - 3/17:

