

# Tourism Agenda

May 19<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. Coalition Update
6. Heritage Corridor Update
  
7. **Tourism Funding Request**  
*Next set of Funding Requests were due May 15<sup>th</sup>*
  
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 May 19, 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	Tom Walsh	Board Member

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

### BUDGET 2022-2023

No bills

### Citizen Comment

### Coalition Update

- Chair Curt Bedei updated the committee that the next meeting will be in June at Lock 16

### Heritage Corridor Update

- Bob Navarro updated the committee – new visitor guide is out
- Reviewed the status of Flock to the rock and Starved Rock Summer

## **Tourism Funding Request**

Due May 15<sup>th</sup>, 2023

## **NEW BUSINESS**

### MPP Grant

- Mr. Navarro reviewed some options with the committee
- Midwest Living- EffecTV – Matt Klein productions

Motion by Mr. Brown 2<sup>nd</sup> by Mr. Blue to approve the grant fund for Midwest Living advertising Aye=All  
Nay=None Motion Carried

Motion by Ms. Owens 2<sup>nd</sup> by Mr. Brown to approve the commercial with EffecTV for the amount of  
\$87,00.00 Aye=All Nay=None Motion Carried

Motion by Mr. Stockley 2<sup>nd</sup> by Mr. Aubry to approve the production of 2 videos from Matt Klein Aye=All  
Nay=None Motion Carried

## **OLD BUSINESS**

### Development of Trails and Parking at the newly acquired land

- No discussion

### 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. Brown 2<sup>nd</sup> by Mr. Stockley 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

5.19.23

Ryan Searl

Website Brand Manager, Shaw Media

rsearl@shawmedia.com



## Success Snapshot

Between April 1 - April 30 we achieved the following:

FB Accounts Reached

**12,817**

4/1 - 4/30  
Users

Instagram Accounts  
Reached

**14,009**

4/1 - 4/30  
Engagements

Website Traffic

**6,702**

4/1 - 4/30  
Page Views













