

Tourism Agenda

October 17, 2025 9:00 AM Rm 250

To View Meeting Live go to:

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

1. Call Meeting to Order
2. Roll Call
3. Motion to approve remote attendance pursuant to Resolution #23-53
4. Approval of Previous Meeting Minutes
5. BUDGET 2024-2025 -*Review Current Bill Report to Monthly Report* - Approval of Bills
6. Citizen Comment
7. Coalition Update
8. Heritage Corridor Update

Tourism Funding Request

Due November 15th, 2026

New Business

Marketing Update
Budget 2025-2026

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

9. Senate and House Bills
10. Adjourn Meeting

TOURISM MEETING

A Meeting of the Tourism Committee was held on October 17, 2025 at 9:00am in rm 250 with the following members present:

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

Non-Members/Visitors Present:

Curt Bedei	LaSalle	Don Jensen	Chairman
Lyndsey Nguyan	Starved Rock	Doug Trager	Board Member
Kate Gillman	Heritage Corridor	Thomas Miller	Board Member
		Ryan Searl	Shaw Media

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

Motion by Ms. Owens 2nd by Mr. Blue to approve the bills in the amount of \$121,122.00 Aye=All Nay=None
Motion Carried

Coalition Update

- Next meeting in December

Heritage Corridor Update

- New Travel Guide coming soon
- Flock to the Rock Campaign starting soon
- MPP grant available and applied for

Tourism Funding Request **Due November 15th, 2025**

NEW BUSINESS

Marketing Update

Updated videos shown

OLD BUSINESS

Development of Trails and Parking at the newly acquired land

- No Update

Visitor Guide Distribution

- Guide distribution is going great

E-Blast

No Discussion

Facebook and Instagram Update

- Everything is going great – see attached report

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***

Handouts
And
Reports

EVERY SEASON A REASON | Project Outline

Concept Overview

Guided by a poetic voiceover, this campaign follows **four distinct groups of visitors**, each experiencing LaSalle County in a different season. The goal is to highlight the area's year-round appeal: nature, food, adventure, and community, with cinematic visuals that feel connected yet distinct per season.

Deliverables:

- **One main film (0:30)** – intercuts all four seasons, guided by the same emotional tone/VO.
- **Four seasonal reels (0:07–0:20)** – each focused on one group and season.

SPRING

Talent: Two friends (mid-20s), weekend adventurers or day-trippers

Location / Activities:

- Matthiessen State Park - waterfalls, trails, bluebells
- Utica shopping
 - Market on Mill
 - Bruce and Ollies
 - Rock and Soul

SUMMER

Talent: Family with kids (around 8 - 17yrs old)

Location / Activities:

- Kayaking on the Illinois River (near Buffalo Rock)
- Biking the I&M Canal
 - I&M Canal Visitor Center, Lock 16 Gift Shop and Café

FALL

Talent: Couple (30s - 40s)

Locations / Activities:

- August Hill Winery - wine tasting, walking through vineyard - fall colors

- Starved Rock State Park - Eagle Cliff overlook - fall colors

WINTER

Talent: Group of friends or small family (3–4 people)

Locations / Activities:

- Cross Country Skiing at Matthiessen
- Winter Trolley Tour
 - Eagle Watch Weekend
- Ottawa Kris Kringle Market

Video Script Concepts:

Option 1:

*There's a rhythm here,
in the waterfalls that wake the spring,
in summer's long light stretching over the river,
in the colors that turn and fall in the wind,
and in the quiet breath of winter's stillness.
Every season draws us back,
to explore, to taste, to wander, to wonder.
Because here, in LaSalle County,
there's always a reason to stay a little longer.*

Option 2:

*The seasons change,
but the call to get away never fades.*

When the earth wakes, we follow the trails and chase the sound of water.

When the sun lingers, we dive into days that never seem to end.

When the leaves turn, we slow down, breathe deep, and savor what's here.

And when the air grows quiet, we find warmth in the places, and people, that matter most.

Every season leads us back to LaSalle County.

Every season, a reason to return.

LaSalle County Tourism SOCIAL MEDIA REPORT

10.17.25

Ryan Searl

Website Brand Manager, Shaw Media

rsearl@shawmedia.com



Success Snapshot

Between September 1 - September 30 we achieved the following:

FB Accounts Reached

13,041

9/1 - 9/30
Users

Instagram Accounts
Reached

10,715

9/1 - 9/30
Engagements

Website Traffic

7,061

9/1 - 9/30
Page Views

Facebook Performance

September 1 - September 30

# of posts	Net Followers Gain/Loss	Page Views	Post Reach
9 (Posts + Stories)	21/15	2,602 unique page views	13,041 users
Top Content: <ul style="list-style-type: none"> • Video spotlights • Postcard spot • Fest Coverage 	Avg User: <ul style="list-style-type: none"> -Female -Early to mid 50's -Lives within 100 miles of the area 		Popular Regions: <ul style="list-style-type: none"> • Aurora • Naperville • Quad Cities • Chicago • Peoria • Rockford

Top performing post:



Instagram Performance

September 1 - September 30

# of posts and stories	Net Followers Gain/Loss	Total Content Interactions	Bio Link Clicks	Accounts Reached
9	13/7	127	89	10,715
	Avg User: <ul style="list-style-type: none"> - Female -Mid to late 30's 			Popular Regions: <ul style="list-style-type: none"> • Quad Cities • Aurora • Chicago • Naperville

Top performing post:



Website Performance

September 1 - September 30

Popular pages	Total Traffic	Directed From	Avg Email Subscriber
<ul style="list-style-type: none"> Resorts & Lodges <u>Parks & Nature</u> Dining Shopping <u>Events</u> 	5,902 New Users 6,287 Total Users 7,273 Pageviews	<ul style="list-style-type: none"> Google Search Facebook (Groups shared Facebook content) Instagram <u>Partner pages</u> -Commercial redirect -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 10/17:

Total Brochures Received:	Total Brochures Distributed:	Remaining Brochures:
550	374	176
Boxes of 100 Received	Boxes of 100 Distributed	Boxes of 100 Remaining