

Tourism Agenda

April 21st, 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 May 15th

New Business

- Consistent CTA/sound
- Parks Commercial
- Marketing Plan
- Hotel/Motel Tax
- Tourism Brochure

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 April 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
Matthew Klein	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.

Tourism Funding Request

Due May 15th

Coalition Update

- Next meeting will be coming up

Heritage Corridor Update

- New Travel guides coming out in May

NEW BUSINESS

Consistent CTA/sound

- Matthew Klein presented to the committee a new consistent CTA/sound

Parks Commercial

- Matthew Klein presented to the committee the updated Parks commercial

Marketing Plan

- Discussion about a Fall/Winter Parks commercial

Hotel/Motel Tax

- Committee Chairman Jill Bernal stated that she heard that the Fox River or Silverleaf resort was closing
- Small discussion on the loss of Hotel/Motel Tax

Tourism Brochure

New brochure is almost ready to go

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

- Everything is going great – see attached report

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

4.21.25

Ryan Searl

Website Brand Manager, Shaw Media

rsearl@shawmedia.com



Success Snapshot

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

FB Accounts Reached

11,817

3/1 - 3/31
Users

Instagram Accounts
Reached

12,604

3/1 - 3/31
Engagements

Website Traffic

6,302

3/1 - 3/31
Page Views

Facebook Performance

March 1 - March 31

# of posts	Net Followers Gain/Loss	Page Views	Post Reach
10 (Posts + Stories)	51/11	1,256 unique page views	11,817 users

Top Content:

- Video posts
- Event pre-coverage

Avg User:

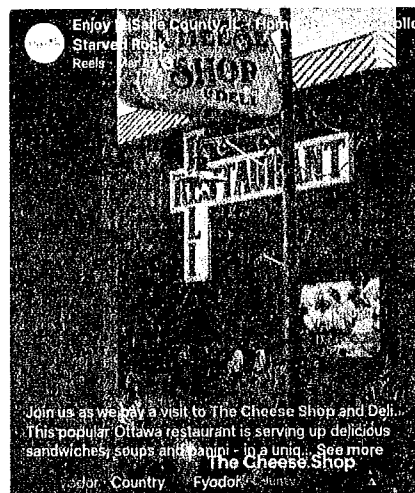
-Female
-Early to mid 50's
-Lives within 100 miles of the area

(Top: Cheese Shop highlight)

Popular Regions:

- Aurora
- Naperville
- Quad Cities
- Chicago
- Peoria
- Rockford

Top performing post:



Instagram Performance

March 1 - March 31

# of posts and stories	Net Followers Gain/Loss	Total Content Interactions	Bio Link Clicks	Accounts Reached
------------------------	-------------------------	----------------------------	-----------------	------------------

10

36/17

789

87

12,604

Avg User:

- Female
-Mid to late 30's

Popular Regions:

- Quad Cities
- Aurora
- Chicago
- Naperville

Top performing post:



Website Performance

March 1 - March 31

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> 	5,317 New Users 5,968 Total Users 6,302 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 4/20:

Total Brochures Received:

550

Boxes of 100
Received

Total Brochures Distributed:

481

Boxes of 100
Distributed

Remaining Brochures:

69

Boxes of 100
Remaining