

Tourism Agenda

April 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. 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

Instagram Accounts Reached

Website Traffic

11,817

3/1 - 3/31
Users

12,604

3/1 - 3/31
Engagements

6,302

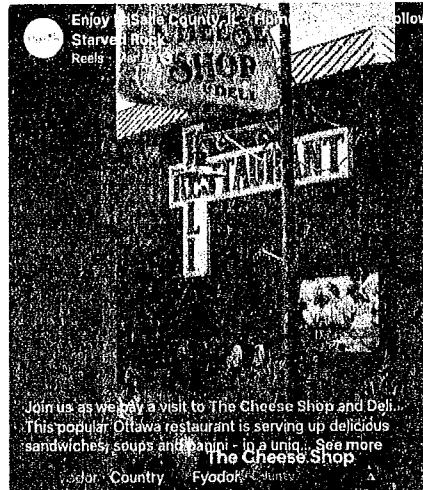
3/1 - 3/31
Page Views

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:	Avg User:		Popular Regions:
<ul style="list-style-type: none"> • Video posts • Event pre-coverage 	<ul style="list-style-type: none"> -Female -Early to mid 50's -Lives within 100 miles of the area 	(Top: Cheese Shop highlight)	<ul style="list-style-type: none"> • 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:			Popular Regions:
	- Female			<ul style="list-style-type: none"> • Quad Cities • Aurora • Chicago • Naperville
	- Mid to late 30's			

Top performing post:



Website Performance

March 1 - March 31

Popular pages	Total Traffic	Directed From	Avg Email Subscriber
• Resorts & Lodges	5,317 New Users	• Google Search	• Located at least 50 miles from LaSalle Co.
• <u>Parks & Nature</u>	5,968 Total Users	• Facebook (Groups shared Facebook content)	• Mid to late 40's
• Dining	6,302 Pageviews	• Instagram	• Nearly 40% Out of State
• Shopping		• <u>Partner pages</u> -Commercial redirect - <i>Kishauwau Cabins</i> - <i>Enjoy Illinois Redirects</i>	• Largely in Chicagoland Area
• <u>Events</u>			

Delivery Fulfillment

Distribution 4/20:



550

Boxes of 100
Received

481

Boxes of 100
Distributed

69

Boxes of 100
Remaining