

Tourism Agenda

May 16, 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

Were due May 15th

New Business

- Consistent CTA/sound

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 May 16, 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:

Matthew Klein	Reelcreative	Curt Bedei	LaSalle
Bob Navarro	Heritage Corridor	Don Jensen	Chairman
Tom Miller	Board Member	Lyndsey Nguyen	Starved Rock
Tom Walsh	Board Member		

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

Tourism Funding Request

Were due May 15th

Coalition Update

- Next meeting will be coming up

Heritage Corridor Update

- New Travel guides are out

NEW BUSINESS

Consistent CTA/sound

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

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*

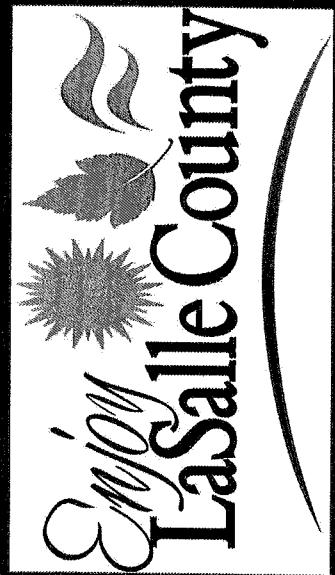
LaSalle County Tourism SOCIAL MEDIA REPORT

4.21.25

Ryan Searl

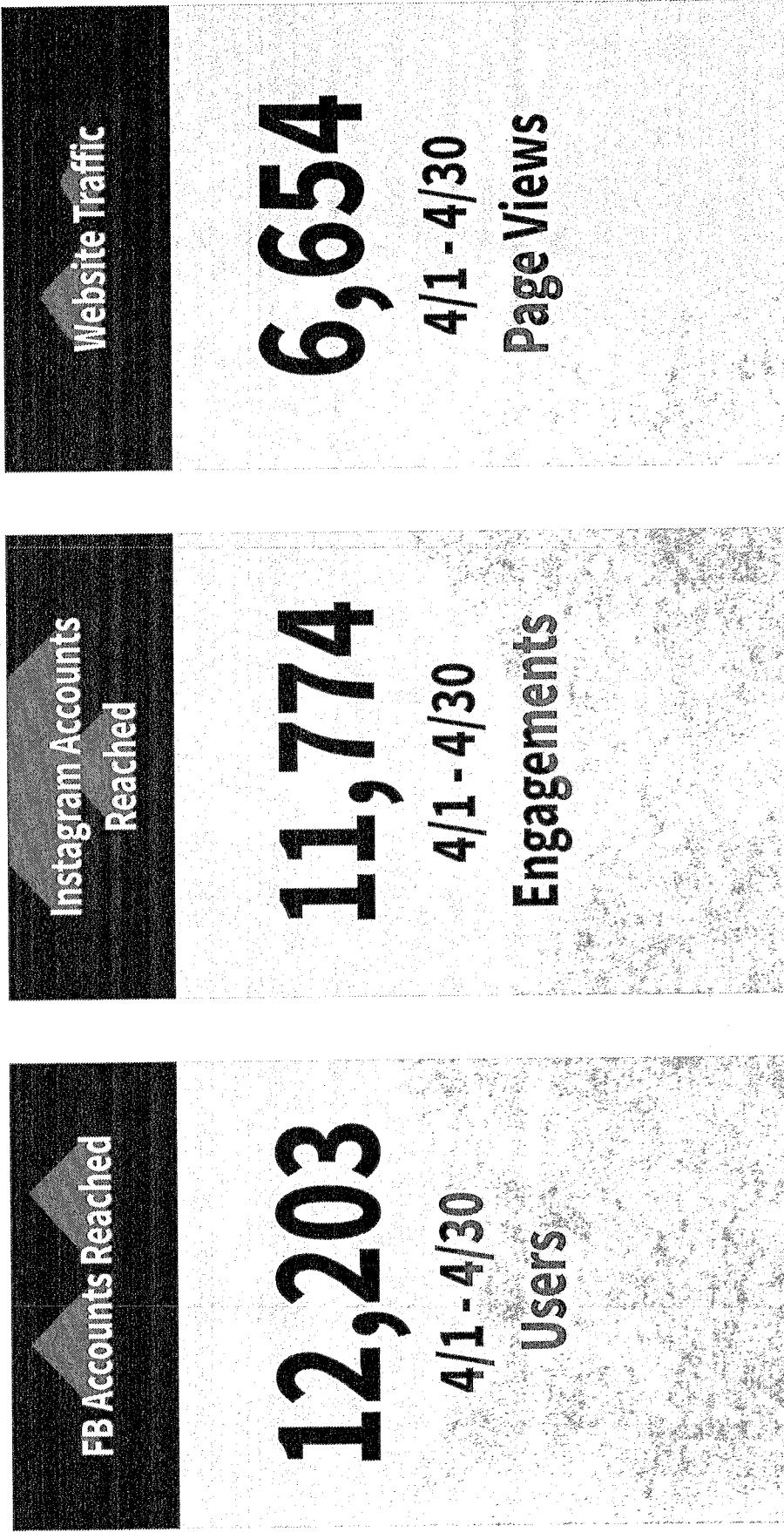
Website Brand Manager, Shaw Media

rsearl@shawmedia.com



Success Snapshot

Between Apr. 1 - Apr. 30 we achieved the following:

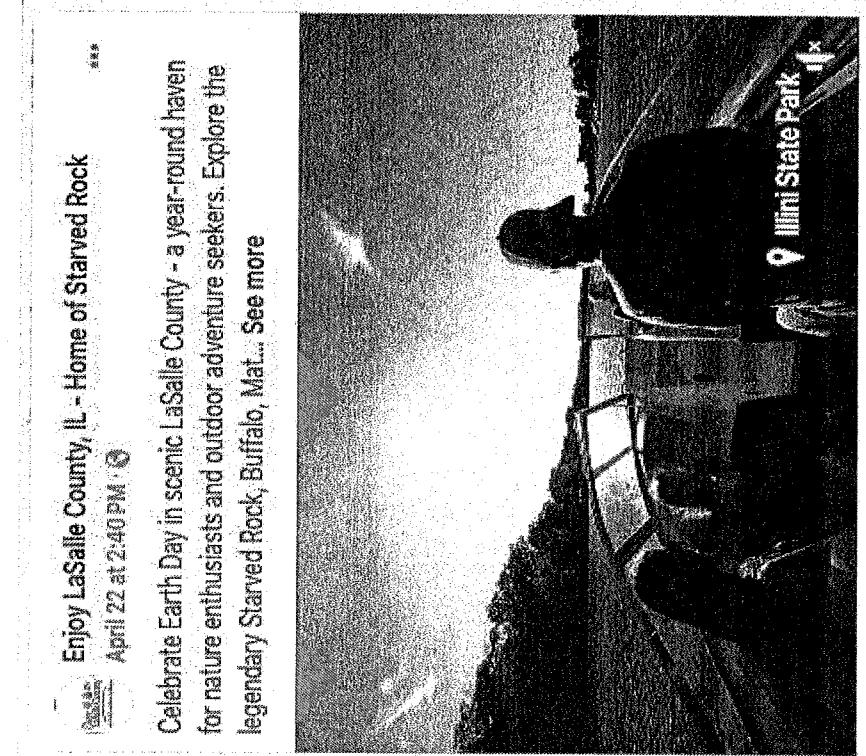


Facebook Performance

April 1 - April 30

Top performing post:

# of posts	Net Followers Gain/Loss	Page Views	Post Reach	Top Content:	Popular Regions:
9 (Posts + Stories)	47/9	1,485 unique page views	12,203 users	<ul style="list-style-type: none">• Video posts• Event pre-coverage <p>Avg User: -Female -Early to mid 50's</p> <p>(Top: Cheese Shop highlight) -Lives within 100 miles of the area</p>	<ul style="list-style-type: none">• Aurora• Naperville• Quad Cities• Chicago• Peoria• Rockford



Instagram Performance

April 1 - April 30

Top performing post:



# of posts and stories	Net Followers Gain/Loss	Total Content Interactions	Bio Link Clicks	Accounts Reached
10	29/11	621	68	11,774 Popular Regions: <ul style="list-style-type: none">• Quad Cities• Aurora• Chicago• Naperville Avg User: <ul style="list-style-type: none">-Female-Mid to late 30's

Website Performance

April 1 - April 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>	<ul style="list-style-type: none">• 5,583 New Users• 6,127 Total Users• 6,654 Pageviews	<ul style="list-style-type: none">• Google Search• Facebook (Groups shared)• Facebook content)• Instagram <ul style="list-style-type: none">• <u>Partner pages</u>• <u>-Commercial redirect</u>-<i>Kishauwau Cabins</i>-<i>Enjoy Illinois Redirects</i>	<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 5/16:

Total Brochures Received:

550

Boxes of 100
Received

Total Brochures Distributed:

354

Boxes of 100
Distributed

Remaining Brochures:

196

Boxes of 100
Remaining