

# **Tourism Agenda**

## **May 16, 2025 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. 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 15<sup>th</sup>

### **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. 2<sup>nd</sup> 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 15<sup>th</sup>

#### 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 2<sup>nd</sup> 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

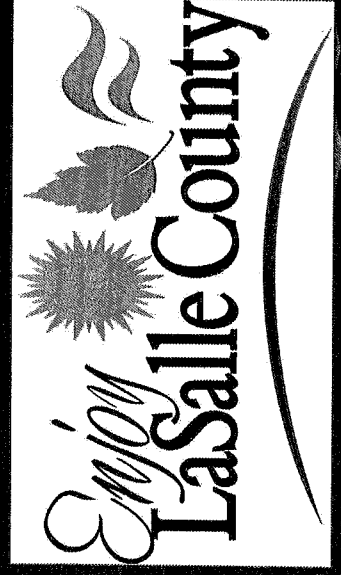
## SOCIAL MEDIA REPORT

4.21.25

Ryan Searl

Website Brand Manager, Shaw Media

[rsearl@shawmedia.com](mailto:rsearl@shawmedia.com)



# Success Snapshot

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

FB Accounts Reached

12,203

4/1 - 4/30

Users

Instagram Accounts Reached

11,774

4/1 - 4/30

Engagements

Website Traffic

6,654

4/1 - 4/30

Page Views

# Facebook Performance

April 1 - April 30

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

## Top performing post:

**Enjoy LaSalle County, IL - Home of Starved Rock**  
 April 22 at 2:40 PM · 🌐

Celebrate Earth Day in scenic LaSalle County - a year-round haven for nature enthusiasts and outdoor adventure seekers. Explore the legendary Starved Rock, Buffalo, Mat... See more

# 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 Avg User: - Female - Mid to late 30's	621	68	11,774 Popular Regions: <ul style="list-style-type: none"><li>• Quad Cities</li><li>• Aurora</li><li>• Chicago</li><li>• Naperville</li></ul>





# Website Performance

April 1 - April 30

Popular pages	Total Traffic	Directed From	Avg Email Subscriber
<ul style="list-style-type: none"> <li>• Resorts &amp; Lodges</li> <li>• <b><u>Parks &amp; Nature</u></b></li> <li>• Dining</li> <li>• Shopping</li> <li>• <b><u>Events</u></b></li> </ul>	5,583 New Users 6,127 Total Users 6,654 Pageviews	<ul style="list-style-type: none"> <li>• Google Search</li> <li>• Facebook (Groups shared Facebook content)</li> <li>• Instagram</li> <li>• <b><u>Partner pages</u></b> -Commercial redirect -Kishauwau Cabins -Enjoy Illinois Redirects</li> </ul>	<ul style="list-style-type: none"> <li>• Located at least 50 miles from LaSalle Co.</li> <li>• Mid to late 40's</li> <li>• Nearly 40% Out of State</li> <li>• Largely in Chicagoland Area</li> </ul>

# 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