

Tourism Agenda

November 21, 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 November 15th, 2026

New Business

Resolution: Approving Contract for Advertising LaSalle County Tourism Marketing Update

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 November 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
Ronald Blue	Ronald Blue	
William Brown	William Brown	
		Brian Dose
Ali Brayboy	Ali Brayboy	

Non-Members/Visitors Present:

Curt Bedei	LaSalle	Doug Trager	Board Member
Lyndsey Nguyen	Starved Rock	Thomas Miller	Board Member
Bob Navarro	Heritage Corridor	Ryan Searl	Shaw Media
Matthew Klein	Reel creative		

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

Motion by Ms. Brayboy 2nd by Ms. Owens to approve the bills in the amount of \$26,750.00 Aye=All Nay=None Motion Carried

Coalition Update

- Next meeting in December

Heritage Corridor Update

- New Travel Guide out now
- Flock to the Rock Campaign in full force

Tourism Funding Request

Due November 15th, 2025

NEW BUSINESS

Resolution: Approving Contract for Advertising LaSalle County Tourism

Motion by Mr. Brown 2nd by Mr. Clue to accept contract from Shaw Media and forward to the Full Board Aye=All Nay=None Motion Carried

Marketing Update

No update

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. 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

11.21.25

Ryan Searl

Website Brand Manager, Shaw Media

rsearl@shawmedia.com



Success Snapshot

Between October 1 - October 31 we achieved the following:

FB Accounts Reached

Instagram Accounts
Reached

Website Traffic

12,847

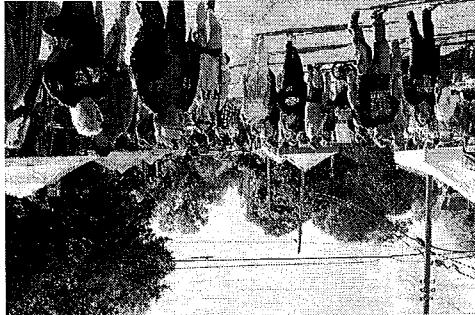
10/1 - 10/31
Users

11,204

10/1 - 10/31
Engagements

7,582

10/1 - 10/31
Page Views

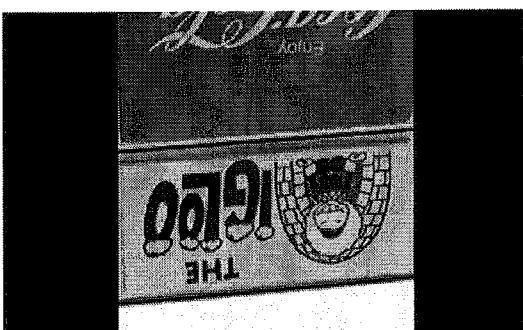


Top performing post:

October 1 - October 31

Instagram Performance

10	33/16	86	116	11,204	Popular Regions: • Aurora • Chicago • Quad Cities • • •	Avg User: -Female -Mid to late 30's	Female -Mid to late 30's
# of Posts and Stores	Net Followers	Gain/Loss	Total Content Interactions	Clicks	Accounts Recached	Bio Link	Instagram Regions: • • •



Top performing post:

October 1 - October 31

Facebook Performance

# of Posts	Net Followers	Gain/Loss	Page Views	12,847 users	Post Reach	Avg User: -Female -Mid to mid 50's	Popular Regions: • Aurora • Chicago • Quad Cities • • •
10 (Posts + Stores)	33/9	2,939 unique	2,939 unique	12,847 users	Post Reach	Avg User: -Female -Mid to mid 50's	Popular Regions: • Aurora • Chicago • Quad Cities • • •

October 24 at 5:03 PM
Enjoy LaSalle County, IL - Home of Starved Rock

Join us as we pay a visit to Peter's own Rockin' Diner - serving up

classic eats since 1937!

Website Performance

October 1 - October 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>	6,217 New Users 7,059 Total Users 7,582 Pageviews	<ul style="list-style-type: none">• Google Search• Facebook (Groups shared Facebook content)• Instagram• <u>Partner pages</u> -Commercial redirect -<i>Kishauwau Cabins</i> -<i>Enjoy Illinois</i> 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 11/21:

Total Brochures Received:

Total Brochures Distributed:

Remaining Brochures:

550

Boxes of 100
Received

403

Boxes of 100
Distributed

147

Boxes of 100
Remaining