



City of Rock Falls Tourism Committee Meeting Minutes

Date: 05/12/2021

Time Meeting Started: 10:00 a.m.

Time Meeting Ended: 10:40 a.m.

Members		Also Attended	
Alderman Casey Babel	P	Director Melinda Jones	P
Brian Tribley	P	Diane Bausman	P
Emily Roth	P	Administrator Blackert	P
Amy Williamson	P	Mason Deyo	P
Bethany Bland	A	Alderman Steve Dowd	P
Tom Rynott	P		

Ordinance/Topic	Discussion	Plan of Action
Call to Order	Meeting was called to Order at 10:00 a.m. by Alderman Casey Babel	
Audience Requests	Jeremy Heerdts informed the Committee that they were very close in having everything in place for the Judy Thome Memorial Foundation. They are still very interested in naming the stage at the RB&W Park in Judy Thome's name. City Administrator Robbin Blackert stated that the initial discussion was a \$100,00.00 donation for naming the stage and this should be an agenda item in the near future.	No Action
Approve Minutes	Committee reviewed minutes from the April 14, 2021 Tourism Committee meeting. Tom Rynott moved to approve minutes as presented, second by Amy Williamson, motion carried.	Minutes Approved
Tourism Committee Updates	<ul style="list-style-type: none"> a. Blackhawk Waterways – Diane Bausman – Report from BWCVB was presented (copy attached) b. Tourism Director – Melinda Jones <ul style="list-style-type: none"> i. New Hire – Mason Deyo introduced himself to the Committee ii. Jammin' on the Rock held on May 6, 2021 went very well iii. Art in the Park – Preparations are almost complete for the May 22, 2021 Art in the Park Formal Event iv. Koloni Bikes are out and there have been rentals c. Rock Falls Tourism Grants <ul style="list-style-type: none"> i. Triple P BBQ – Smokin on the Rock Event Sponsorship Grant in the amount of \$1,500.00 to help with awards, bands and prize money. After discussion Casey Babel moved to approve the Sponsorship Grant in the amount of \$1,000.00, second by Brian Tribley, motion carried. ii. Rock Falls Chamber of Commerce – Summer Splash Event Sponsorship Grant in the amount of \$1,000.00. Brian Tribley moved to approve the Sponsorship Grant in the amount of \$1,000.00, second by Amy Williamson, motion carried. 	<p>Approved Grant in the amount of \$1,000.00</p> <p>Approved Grant in the amount of \$1,000.00</p>
Marketing / Advertising / Promotions	<ul style="list-style-type: none"> a. Tourism Director Melinda Jones informed the Committee that she had placed ads in the Sauk Valley Media's Explorer and Voyager and she is doing a monthly radio segment with WSDR 	No action

New Business	<p>a. Z & She's Academy of Dance Event Permit for a June 4, 2021 Dance Recital. Casey Babel moved to approve the Event Permit, second by Emily Roth, motion carried.</p> <p>b. Quote from Loescher Heating and Air Conditioning for Amphitheater lighting. Administrator Blackert informed the Committee that the quote contains outlets on the back of all four pillars and lighting within the steel structure of the roof. The lighting will include up lighting, down lighting and the lights will be dimmable. Brian Tribley moved to approve the quote for \$16,600.00 to be paid from the Tourism Fund, second by Tom Rynott, motion carried.</p>	<p>Event Permit Approved</p> <p>Quote for Amphitheater lighting approved, send on to the City Council</p>
Committee Member Items	Casey Babel update the Committee on the 05-11-2021 Eagle Trail Committee Meeting	
Adjournment	Meeting adjourned at 10:40 a.m.	



Alderman Casey Babel

BWCVB Executive Director, Diane Bausman

Report for Rock Falls Tourism Board

May 12th, 2021

Meetings Attended:

- April 14th - Mississippi River Parkway Commission Virtual meeting where the Great River Road was honored for receiving the *All-American Road* designation.
- April 16th - ICCVB Legislative meeting via Zoom
- April 27th - BWCVB Board meeting via Zoom
- May 11th - Carroll County Hotel/Motel meeting via Zoom

Web Site Update:

Visitnorthwestillinois.com - In the past month we've had 13,626 unique visits to our website which is a 21.4% increase over the same time period last month. Our total page views were up 74.63% and the number of pages viewed per session were up 10.4% as well. 37.8% of the traffic to the site was organic, 12% was direct and 23.5% were referrals. The top landing pages in order were (1) Discover the Great Outdoors (2) lodging/cabins (3) lodging/campgrounds & state parks

Advertising, Promotion & Public Relations:

- **Requests for information:** In the last month we've had 245 requests for VG's from our website.
- We had print ads come out in the April issues of **Silent Sports magazine** and the **Rock River Getaway Guide**.
- **Online Advertising Campaign:** The success of our online ad campaign is reflected in the marked increase in unique visitors to our website since the campaign launched April 1st. Chad Blair, our advertising rep. from TDG Communications, sent the following message with the campaign breakdown:

** For the Google ads, impressions are just shy of 300k, generating almost 5k clicks to the website and 247 conversions (Contact form or request a visitor guide).*

** Click through rate and conversion rates are doing well and are above industry standard. This number should continue to improve as the campaign optimizes.*

** Overall, things are looking good and we anticipate increased traffic as the summer season kicks in*

- **Blog:** In late March we published a blog on the Cork & Tap in Oregon and promoted via Face Book. Our \$10/3-day boost had a reach of 1,337 with 197 engagements, 66 post clicks and 12 shares. A blog on the Brandywine Banquet facility went up on the site on April 27th and our \$10/3-day boost had a reach of 2,110 with 398 engagements, 110 post clicks and 15 shares. A new blog on the Midway Drive In just went up on our site on Tuesday and will be promoted via Facebook later this week.
- **BWCVB Social Media:** April 14 thru May 10 we posted 23 times on FB and 21 times on Instagram. In checking our analytics for the last month, it shows that 95.3% of the referrals to our website came from our FB posts.
- Here are the top results from the FB posts we in the last month:

Post	Total Reach	Engagements	Post clicks	Shares
<u>P&D Little Rascals Farm Day</u>	4,600	131	294	43
<u>Woodcote Cottage</u>	2,400	181	117	13
<u>White Pelican Rentals</u>	1,300	118	55	18

- **Radio shows;** WRHL May 3rd; WIXN May 14; WLLT weekly & WCCI bi-weekly.

Blackhawk Waterways CVB Mission Statement

To increase the economic impact to the four counties represented through promotions, advertising and providing information to potential visitors.