



City of Rock Falls Tourism Committee Meeting Minutes

Date: 08/11/2021

Time Meeting Started: 10:00 a.m.

Time Meeting Ended: 10:28 a.m.

Members		Also Attended	
Alderman Casey Babel - Chairman	P	Director Melinda Jones	
Alderman Bill Wangelin	A	Mason Deyo	
Alderman Jessica Devers	P	City Administrator Robbin Blackert	
Brian Tribley	A	Diane Bausman, Blackhawk Waterways	
Emily Roth	P	Chris King, Whiteside County Airport	
Amy Williamson	P		
Bethany Bland	P		
Tom Rynott	P		

Ordinance/Topic	Discussion	Plan of Action
Call to Order	Meeting was called to Order at 10:00 a.m. by Chairman Casey Babel	
Audience Requests	Chris King, Secretary of the Whiteside County Airport Board thanked Melinda and Mason for the help with the Whiteside County ACCA event. They are planning to do this event every year and will possibly be asking the Tourism Committee to approve the Tourism Director to be part of a planning committee.	
Approve Minutes	Committee reviewed minutes from the July 14, 2021 Tourism Committee meeting. Tom Rynott moved to approve minutes, 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. Bethany Bland stated that the Community Building rentals keep going up and it is good to see things coming back. Community Garage Sales will be held on September 24 - September 26, 2021, Holiday Tailgate Bingo will be October 16, 2021 and there are many training and seminars planned for the area businesses. c. Tourism Director – Melinda Jones <ul style="list-style-type: none"> i. Whiteside County Airport ACCA - The ACCA Event went well, there were approximately 2,000 people that came for the air show. ii. Jammin' on the Rock - The last Jammin' on the Rock was held on August 5, everything went well this year and have had many requests to bring it back next summer. iii. Art in the Park – Banners and poster are being printed and will be distributed when complete. Invitations will be sent out when they are received, tents and tables are ordered, Rock River Jazz Band will be playing and Rustic Oven Woodfire Pizza will be serving food. The sculptures will be installed on September 3, 2021 and the Art in the Park Sculpture Walk will be September 4, 2021 from 2:00 p.m. to 6:00 p.m. iv. Food Truck Friday – The last Food Truck Friday will be August 13, 2021, will be the End of Summer Bash. Whiskey Hill Band will be playing from 6:00 p.m. to 9:00 p.m. 	

Façade Grant	a) Folsom's Bakery has completed a Façade Grant Application requesting \$387.10 to help with the installation of the front window that is cracked. Casey Babel moved to approve the Façade Grant Application for Folsom's Bakery, second by Emily Roth, motion carried.	Grant request approved in the amount of \$387.10
Marketing/ Advertising/ Promotions	a) Billboard is installed on 1 st Avenue advertising Art in the Park b) Advertising will be in the Northwest Quarterly Magazine for Art in the Park	
New Business	a) Member Grant Requests – City Administrator informed the Committee that any Grant Requests made by members of the committee will be sent to the Finance Committee for the final approval of the request. Also, if there is any budget adjustments that need to be made, final approval will go to the Finance Committee.	
Committee Member Items	a. Tom Rynott – Renovations have been completed at Seward's Park, there are renovations taking place at Bowman Park and there is a new sign and message board that will be at Centennial Park. Talks are starting regarding the Holiday Light Show. b. Casey Babel – Eagle Trail Committee is looking at signage and other items.	
Adjournment	Casey Babel moved to adjourn, second by Tom Rynott, motion carried. Meeting adjourned at 10:28 a.m.	



Chairman, Casey Babel

BWCVB Executive Director, Diane Bausman

Report for Rock Falls Tourism Board

Aug 11th, 2021

Meetings Attended:

- July 21st - I participated in a mtg in Savanna that is phase 1 of a 4-part study being done by the U of I as part of the I-Rural: Reimagining Illinois Rural Tourism through Community and Extension Collaboration.
- BWCVB Board meeting via Zoom
- August 4th - Savanna Hotel/Motel meeting
- Aug 10th - Carroll County Hotel/Motel meeting

Web Site Update:

Visitnorthwestillinois.com - In the past month we've had 18,621 unique visits to our website which is a 25% increase over the same time last year.

- Of those unique visits 16,342 were new to the site. Our page views averaged 1.75 per session and the time per session was 1.45 minutes. The top landing pages were the same as last month (1) Discover the Great Outdoors (2) Events (3) lodging: cabins; (4) lodging: campgrounds & state parks.
- The demographics for the last month showed that 66.5% of our Facebook followers are women in the 45-54 age group and 72.3% of our Instagram followers are female in the 35-44 age range.

Illinoistrailofterror.com - Patha is starting to work on the Trail of Terror information for our Fall 2021 campaign and asks all tourism partners to submit their fall events and festivals to her ASAP so she could get them entered on our site and on the illinoistrailofterror.com website as well. Her email is office@bwcvb.com

Advertising, Promotion & Public Relations:

- **Requests for information:** In the last month we've had 139 requests for VG's from our website.
- **Advertising:** Our online advertising campaign for late summer continues and we have other advertising coming out in the next 3 weeks in *Silent Sports* magazine, the Early Fall edition of the *NW Quarterly* and a banner ad on windycitytimes.com. *Windy City Times* is advertised as the voice of the LGBTQ community in the Chicagoland region.
- **Blog:** A blog on Poopy's Pub & Grub went up on the website July 6th. The 3 day/\$10 FB boost generated a reach of 1,286 with 85 engagements, 16 shares & 48 link clicks. A blog on the Historic Dixon Theater was published July 27th and the 3 day/\$10 boost had a reach of 2,847 with 116 reactions, 11 shares and 116 link clicks. A new blog on the Rivers Edge Farmers Market will be going up on Aug 12th.
- **BWCVB Social Media:** In the last month Jayne posted 25 times on FB and 23 times on Instagram. In checking our analytics for the last month, it shows that 92.3% 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:

<u>Post</u>	<u>Total Reach</u>	<u>Post clicks</u>	<u>Shares</u>
<u>Byron Dragway Glory Days</u>	2,942	178	15
<u>Lee Co 4-H Fair</u>	2,200	72	10
<u>Rock Falls Air Show</u>	2,105	130	16
<u>TLP/Robber Bridegroom</u>	2,026	37	6

- **Radio show segments done to promote our area events:** WRHL 7/28; WIXN 7/29; WLLT weekly; WCCI bi-weekly. *Aroundtown.com* publishes our upcoming events every week on their website.

Blackhawk Waterways CVB Mission Statement

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