

City of Rock Falls Tourism Committee Meeting Minutes

Date: 06-08-2022


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 | P | Admin Assistant Tracy Finch | |
| Alderman Jessica Devers | A | City Administrator Robbin Blackert | |
| Brian Tribley | P | Deputy City Clerk Michelle Conklin | |
| Angelic Stewart | P | | |
| Bethany Bland | P | | |
| Tom Henry | P | | |

| Ordinance/Topic | Discussion | Plan of Action |
|---------------------------|---|--|
| Call to Order | Meeting was called to Order at 10:00 a.m. by Chairman Casey Babel | |
| Approve Minutes | <p>Committee reviewed minutes from the May 11, 2022, Tourism Committee meeting.</p> <ul style="list-style-type: none"> • Casey Babel moved to approve minutes, second by Bill Wangelin, Viva Voce Vote, 6 ayes, 0 nays, motion carried. | Minutes Approved |
| Tourism Committee Updates | <ol style="list-style-type: none"> a. Blackhawk Waterways – (copy of report attached) b. Rock Falls Chamber of Commerce <ol style="list-style-type: none"> i. Bethany Bland stated that they are working on Summer Splash, they have 80 businesses signed up and are hoping for more before the event. ii. Farmer’s Market is now open, they are going to hire an intern who is going to work on promoting. c. Tourism Director – Melinda Jones <ol style="list-style-type: none"> i. Jammin’ on the Rock went well, approximately 150 people in attendance ii. First Food Truck Friday is June 10th, all spots are filled iii. Bellson Music Fest – volunteers are needed, need the most help with set up and tear down (8:00 a.m. and 9:00 p.m.) There are 4 bands that will be performing, there will be t-shirt sales and we have purchased merchandise from Francine Bellson to place for sale. iv. Bike rental revenue for the month of May was \$63.55, there were no issues with the new locking system. v. Melinda thanked Rhonda Reese for volunteering, she has been a great help. vi. The new website is up and working, we will be having an announcement soon. vii. Art in the Park – Melinda passed out the 38 sculpture submissions. Committee members are asked to pick 8 sculptures and turn into the Tourism Department by June 15, 2022. | No action on any items |
| Tourism Grants | <ol style="list-style-type: none"> a. Sponsorship Grant for Sterling Rock Falls Jaycees Independence Day Celebration on July 1, 2022 in the amount of \$250.00 Bill Wangelin moved to approve the Sponsorship Grant for Sterling Rock Jaycees in the amount of \$250.00, second by | Tourism Grant in the amount of \$250.00 approved |

| | | |
|------------------------|---|---|
| | <p>Casey Babel, Vote, 6 ayes. 0 nays, motion carried.</p> <p>b. Sponsorship Grant for the Sauk Valley Water Ski Show on July 16, 2022 in the amount of \$500.00 Brian Tribley moved to approve the Sponsorship Grant for the Sauk Valley Water Ski Show in the amount of \$500.00, second by Bill Wangelin, Vote, 6 ayes, 0 nays, motions carried.</p> | <p>Tourism Grant in the amount of \$500.00 approved</p> |
| Committee Member Items | <p>Robbin Blackert congratulated Melinda and Tracy on the sponsorships for the year. Melinda stated that they had about \$10,000.00 more this year than last year, she is visiting all sponsors in person to thank them.</p> <p>Tom Henry informed the committee that the Park District was breaking ground on a new playground.</p> <p>Robbin Blackert stated that the picnic tables will be ordered soon, it will take approximately 16 weeks for delivery. The size and shape of the concrete that the tables will be placed on still needs to be finalized.</p> | |
| Adjournment | <p>Casey Babel moved to adjourn, second by Brian Tribley, Viva Voce Vote, 6 ayes, 0 nays, motion carried.</p> <p>Meeting adjourned at 10:28 a.m.</p> | |



Chairman, Casey Babel

Report for Rock Falls Tourism
BWCVB Executive Director, Diane Bausman
June 8th, 2022

Meetings Attended:

- May 15-17 - ICCVB quarterly meetings in Springfield
- May 24 – BWCVB Board meeting
- May 31 – Annual dinner planning meeting at Rochelle airport
- June 1 – Savanna Tourism meeting

Web Site Update:

Visitnorthwestillinois.com - In the last month we've had 19,173 unique visits to our website and they viewed 1.76 pages per session. 9.43% came as direct traffic (typed in our URL); 35.62% came as organic traffic (searched using keywords that lead them to our site) and 18.53% were referrals and of those referrals 92.11% came from our Facebook posts. The top landing pages were (1) Discover the Great Outdoors - this was a QR code link from one of our online ads (2) What to Do/White Pines Dinner Theatre (3) What to Do/Campgrounds (4) Events/Dutch Days Festival

Advertising, Promotion & Public Relations:

- Our **Spring online advertising campaign** runs through June and we continue to see very positive numbers Chad Blair, our TDG rep, reported the following:
 - We generated nearly as much KPI's (Key Performance Indicators) in the last 30 days as we had the previous report which covered 56 days.
 - Google generated 520K impressions and nearly 8,500 clicks to the site for a CTR (Click Thru Rate) of 1.63%, which is way above industry standard.
 - Facebook generated an additional 125K impressions and 1,800 clicks to the site.
 - Total conversions for the month were up as well to 227.
 - Looking at analytics, we saw improvements for this period compared to the same period last year.
 - Sessions were up almost 17% and users up 19%
 - Most popular cities are Chicago, Milwaukee, Rockford
 - Looking at the most popular pages, as you'd expect, our ad landing page is the most popular, followed events, home page and then request a visitor guide.
- **Print ads** that have come out in the last month include *Voyager*, *Illinois Group Tour Planner*; *Silent Sports* magazine which includes a web ad and we have a banner ad running on *windycitytimes.com*.
- **Requests for information:** In the last month we had 193 requests for Visitor Guides from our website.
- **BWCVB social media report for the past 30 days:**
21 Facebook posts/20 Twitter posts /17 Instagram posts
Facebook paid reach had an increase of 23%
Facebook organic reach had an increase of 5.7%
Instagram reach had an increase of 3.4%
We now have 8,122 Facebook followers | 1,184 Instagram followers | 324 Twitter followers
- **Radio shows;** WIXN 5/12; WRHL 5/24; WLLT weekly; WCCI bi-weekly. *Aroundtown.com* events are submitted weekly for their online newsletter.

SAVE THE DATE: August 25th - BWCVB Annual Dinner in Rochelle - details coming soon!

Blackhawk Waterways CVB Mission Statement

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