

## City of Rock Falls Tourism Committee Meeting Minutes

**Date: 08-10-2022**

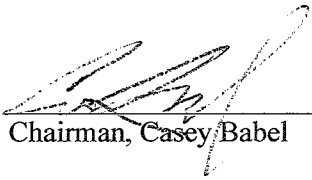
**Time Meeting Started: 10:00 a.m.**

**Time Meeting Ended: 10:19 a.m.**

Members		Also Attended	
Alderman Casey Babel - Chairman	P	Director Melinda Jones	
Alderman Bill Wangelin	A	Dianne Bausman	
Brian Tribley	P	City Administrator Robbin Blackert	
Angelic Stewart	A	Deputy City Clerk Michelle Conklin	
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 July 13, 2022, Tourism Committee meeting.</p> <ul style="list-style-type: none"> <li>• Casey Babel moved to approve minutes, second by Brian Tribley, Viva Voce Vote, 4 ayes, 0 nays, motion carried.</li> </ul>	Minutes Approved
Tourism Committee Updates	<p>a. Blackhawk Waterways – Diane Bausman handed out and reviewed the Blackhawk Waterways Convention &amp; Visitor’s Bureau report (copy of report attached)</p> <p>b. Rock Falls Chamber of Commerce</p> <ol style="list-style-type: none"> <li>i. Bethany Bland handed out a flyer with all of the fall’s upcoming events. Share Night September 13, 2022, Community Garage Sales September 23 – 25, 2022, Business Boot Camp October 5, 2022, Biz Boo Trick or Treat October 28, 2022 and Hometown Holidays November 17-19, 2022.</li> </ol> <p>c. Tourism Director – Melinda Jones</p> <ol style="list-style-type: none"> <li>i. Jammin’ on the Rock –Had a very good turn out on August 4, 2022. They are getting calls from bands wanting to perform so there is now a sign up sheet for bands to play.</li> <li>ii. Food Truck Friday – August 12, 2022, the band Outpatience will be playing</li> <li>iii. Art in the Park Sculpture Walk – Starting to schedule the installation and removal of sculptures, invitations are going out this week</li> <li>iv. We have talked with Francine Bellson and we will be having another Bellson Music Fest on June 10, 2023</li> <li>v. We have heard from the Illinois National Guard and the 144<sup>th</sup> Army Band will be performing when the Vietnam Traveling Memorial Wall is in Rock Falls.</li> <li>vi. State of Illinois opened up another round of the Illinois Tourism Grant, we have applied for \$25,000.00 for the Bellson Fest .</li> </ol>	No action on any items
Tourism Grants	<p>a. Sponsorship Grant for the Sauk Valley Apple Cider Run to be held on October 8, 2022 in the amount of \$250.00. Casey Babel moved to approve the Sponsorship Grant in the amount of \$250.00, second by Bethany Bland, Vote, 4 ayes, 0</p>	Tourism Grant in the amount of \$250.00 approved

	nays, motion carried.	
Façade Grants	Stahr Media has completed their Façade Project and is requesting reimbursement of \$2,000.00. Casey Babel moved to approve the Façade Grant payment of \$2,000.00, second by Brian Tribley, Vote, 4 ayes, 0 nays, motion carried.	Façade Grant payment of \$2,000.00 approved
Committee Member Items	Casey Babel asked if we can change the billboard more than once per year. Melinda stated that our contract only included 1 new billboard per contract year. After discussion Melinda will check on the cost of replacing it more than one time as we would like to have the Vietnam Traveling Memorial Wall on the billboard but would like it taken down when the scheduled appearance is over.  Tom Henry from Coloma Township Park District stated that they are going to update the Disc Golf Course, they are starting to work on the playground and will be starting to plan the Christmas Light Show.  The September 14, 2022 Tourism Committee Meeting will be rescheduled to September 7, 2022 at 10:00 a.m.	No action
Adjournment	Casey Babel moved to adjourn, second by Brian Tribley, Viva Voce Vote, 4 ayes, 0 nays, motion carried.  Meeting adjourned at 10:19 a.m.	




---

Chairman, Casey Babel

## BWCVB Report for Rock Falls Tourism

By Diane Bausman, Executive Director

August 10<sup>th</sup>, 2022

### Meetings Attended:

- July 20<sup>th</sup> – meeting with Ogle Co Econ Dev director on upcoming video project
- July 26<sup>th</sup> – BWCVB Board meeting
- July 27<sup>th</sup> – meeting with rep from Franklin Creek State Natural Area
- Aug 3<sup>rd</sup> – Savanna Hotel/Motel meeting
- Aug 9<sup>th</sup> – Carroll Co Hotel/Motel meeting

### Web Site Update:

- In the last month we've had 21,059 unique visits to our website and they viewed 1.80 pages per session.
- 9.65% came as direct traffic (typed in our URL)
- 24.98% came via google ads/cpc
- 46.05% came as organic traffic via google search & keywords that clicked through to our site
- 16.22% were referrals and of those referrals 98% came from our Facebook posts.
- The top landing pages were (1) Discover the Great Outdoors via the QR code link from our online ads (2) Events/Wings Over Whiteside (3) Camping (4) Events/Morrison Shuckfest (5) Shopping /Antiques/Frank Fritz Finds

### Advertising, Promotion & Public Relations:

- **Requests for information:** In the last month we had 246 requests for Visitor Guides from our website.
- Digital Ad on Windycitytimes.com
- We participated in the **Illinois Office of Tourism co-op online advertising campaign during May, June & part of July.** IOT matched 100% of each participating CVB's investment in an online advertising campaign that was done to build awareness of Illinois as a travel destination. It targeted a core audience of Illinois residents and border states, specifically in the St. Louis, Indianapolis and Milwaukee markets in the 35-54 age group with a household income of \$100-\$150k.
- **BWCVB Social Media Report:**  
Jayne posted 24 times on Facebook and 23 times on Instagram & Twitter. The latest blog is on The Next Picture Show Gallery in Dixon and the FB boost had a reach of 4,349 with 66 link clicks & 12 shares.  
Our top FB posts in the last month:
  1. Wings Over Whiteside event had a reach of 5,639 with 199 link clicks and 9 shares
  2. Dixon Venetian Fest event had a reach of 5,300 with 89 link clicks and 11 shares
  3. Rock Falls River Chase event had a reach of 4,551 with 66 link clicks and 12 shares
  4. Incredible Hikes post had a reach of 4,451 with 285 link clicks and 24 shares
- **Radio shows;** WRHL 7/27; WIXN 7/14; WLLT weekly; WCCI bi-weekly. *Aroundptown.com* events are submitted weekly for their online newsletter.

**SAVE THE DATE: August 25<sup>th</sup> - BWCVB Annual Dinner in Rochelle**

4:30 pm - For those that can come early, we are hosting a distillery tour and tasting at Kennay Farms Distillery in downtown Rochelle.

6 pm – Happy Hour at the Chicagoland Skydiving Center located at the Rochelle Airport

7 pm – Dinner and program

### ***Blackhawk Waterways CVB Mission Statement***

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