



City of Rock Falls Tourism Committee Meeting Minutes

Date: 5/5/2023

Time Meeting Started: 10:00 am

Time Meeting Ended: 10:35

Members		Also Attended	
Chairman Tribley	P	Director Melinda Jones	P
Alderman Wangelin	P	Administrative Assistant Tracy Finch	P
Tom Henry	P	Administrator Robbin Blackert	P
Betsy Bunning	P	Diane Bausman	P
Christiana Wolfe	P		
Sam Smith	P		
Mike Myers	P		
Also Attended			

Topic	Discussion	Plan of Action
Call to order	<ul style="list-style-type: none"> • Meeting called to order by Chairman Tribley at 10:00am. 	
Audience Request	<ul style="list-style-type: none"> • None 	
Approved Minutes	<ul style="list-style-type: none"> • Committee reviewed minutes from April 12, 2023, Tourism Committee meeting. Alderman Wangelin moved to approve minutes as presented, second by Tom Henry, motion carried. 	Minutes Approved
Updates	<ul style="list-style-type: none"> • Blackhawk Waterways- Diane Bausman Reported on the advertising on WGN radio. • Rock Falls Chamber- Sam Smith updated that Summer Splash will be adding a movie night in the park. • Tourism- Director Jones Updated- <ol style="list-style-type: none"> 1. Tourism Week- Rock Falls Tourism is hosting a Scavenger hunt contest with 12 pictures from around Rock Falls. 2. Sponsorship Champaign has ended and is up from last year. 3. Jammin' On The Rock is June 1st it has 5 performances scheduled with food and business vendors. 4. Bellson Music Fest is June 10th and is all ready to go but is still in need of volunteers. 5. Vietnam Traveling Memorial Wall is Labor Day weekend. There will be an escort the morning of August 31st down route 40 to RB&W District. The public will be encouraged to line the streets to show their support. Volunteers will be needed. Tourism will make a sign-up list closer to the event. The billboard on Interstate 88 states the Vietnam Traveling Memorial Wall will be in Rock Falls from August 31st to September 3rd. Administrator Blackert shared that a veteran's motorcycle group would be joining the escort of the wall. Director Jones is working on a flyover and speakers for the event. 6. Art in the Park Sculpture Walk has 10 sculpture submissions and anticipating more submissions. Last year there were 33 sculpture submissions. Voting for the 8 new sculptures will take place at the June Tourism meeting on June 14th. Administrator Blackert reported that a new sculpture will be placed at the entrance to Rock Falls in the Love Light Tree parking lot on 1st Ave. 	No Action on any items

	<p>7. Ride Illinois updates – June 14 & 15 2023 Stahr Media will be making a map of Rock Falls and Sterling with restaurants and things to do at the request of the Ride Illinois group. Rock Falls Tourism is working on banners and swag bags for Super 8 and Country Inn to greet the riders. Around 150 cyclists are coming to Rock Falls.</p> <p>8. The rental bikes are down at the RB&W District. The price was raised from \$3 an hour to \$5. Kayaks should be available by mid-June.</p>	
Rock Falls Tourism Grants	<ul style="list-style-type: none"> • Sponsorship grant for the YMCA Outdoor Adventure Fest – Requested \$500. A motion was made by Alderman Wangelin to grant \$500 to the YMCA Outdoor Adventure Fest, Second by Sam Smith. Roll call 6 Yeas and 0 Nays, motion carried. • Sponsorship Grant for the Sauk Valley Ski Show – Requested \$500. A motion was made by Tom Henry to grant \$500 to the Sauk Valley Ski Show, Second by Bill Wangelin. Roll call 6 Yeas and 0 Nays, motion carried. 	<p>Tourism Grant for \$500 Approved</p> <p>Tourism Grant for \$500 Approved</p>
Marketing	<ul style="list-style-type: none"> • Director Jones updated Marketing – The Bellson Music Fest will be advertised in the Chicago Life magazine, WIFR is doing a commercial, WQAD is doing a commercial, Slater Photography did a commercial for the Bellson Music Fest which is up on YouTube, and the Visit Rock Falls website. 	
Façade Grant	<ul style="list-style-type: none"> • No Façade Grants submitted 	
Hotels	<ul style="list-style-type: none"> • Mike Myers reported that occupancy is up from last year. Leisure travel is on the up compared to business. 	
New Business	<ul style="list-style-type: none"> • Façade Grant revision proposal was discussed. A motion was made by Chairman Tribley to modify the Façade Grant Application, Second by Mike Myers. Roll call 6 Yeas and 0 Nays, motion carried. 	Façade Grant Revision Proposal Approved
Old Business	<ul style="list-style-type: none"> • No old business to discuss. 	
Committee Member Items	<ul style="list-style-type: none"> • No Committee Member Items to discuss. 	
Adjournment	<ul style="list-style-type: none"> • Tom Henry made a motion to adjourn, second by Christina Wolfe. • Meeting adjourned at 10:35am. 	

Committee Chairman