



City of Rock Falls Tourism Committee Meeting Minutes

Date: 6/14/2023

Time Meeting Started: 10:00 am

Time Meeting Ended: 10:58

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"> Jennifer Alvarez – presented the Twin City Pride Fest for RB&W District Event Permit 	
Approved Minutes	<ul style="list-style-type: none"> Committee reviewed minutes from May 10, 2023, Tourism Committee meeting. Tom Henry moved to approve minutes as presented, second by Christiana Wolfe, motion carried. 	Minutes Approved
Updates	<ul style="list-style-type: none"> Blackhawk Waterways- Diane Bausman reported on the annual dinner at Poopys in Savanna, IL. Rock Falls Chamber- Sam Smith updated that Summer Splash will be adding Root Beer Social. The next Member Meet-Up is July 12th. Tourism- Director Jones Updated- <ol style="list-style-type: none"> Jammin' On the Rock was June 1. It had 150-200 people in attendance. Bellson Music Fest was June 10. It had around 500 people. The drum clinic brought around 60 people. Paul Gierhart took photos. Ride Illinois updates – June 14 & 15, 2023. A banner will be placed on the canal and swag bags will be placed at the Country Inn to greet the riders. Around 150 cyclists are coming to Rock Falls. Vietnam Traveling Memorial Wall is Labor Day weekend. Looking for volunteers and working on finalizing. Next meeting is June 15 at 1pm. Art in the Park Sculpture Walk – 47 sculptures were submitted and the board will vote on 9 sculptures to be placed at the park. Votes need to be turned in to the Tourism Department by June 21st. The rental kayaks are now setup at the canal. Independence Day Celebration June 30. Second Street will be closed for the event from 10 am to 6 pm. The Frankmobile will be on the road from 11:30 am – 5:30 pm. 	No Action on any items
Rock Falls Tourism Grants	<ul style="list-style-type: none"> Sponsorship grant for the Sterling/Rock Falls Jaycees fireworks– Requested \$500. A motion was made by Alderman Wangelin to grant \$500 to the Sterling/Rock Falls Jaycees fireworks, Second by Christina Wolfe. Roll call 7 Yeas and 0 Nays, motion carried. Sponsorship Grant for the Rock Falls River Chase – Requested \$1000. A motion was made by Alderman Wangelin to grant \$1000 to the Rock Falls River Chase, Second by Tom Henry. Roll call 7 Yeas and 0 Nays, motion carried. 	<p>Tourism Grant for \$500 Approved</p> <p>Tourism Grant for \$1000 Approved</p>

Marketing	<ul style="list-style-type: none"> Director Jones updated Marketing – 1 page ad in the Northwest Quarterly, advertised in the Sauk Valley Voyager and Explorer. Facebook and website numbers are up. 	
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 around 80% to 85%. The Bellson Music Fest brought about 15% of the stays on June 10th. 	
New Business	<ul style="list-style-type: none"> RB&W District Event Permit – Twin Cities Pride Fest on September 30th, 2023. Roll call 5 Yeas and 2 Nays, motion carried. Purchase of the Inner Light sculpture in the amount of \$10,000. A motion was made by Alderman Wangelin to purchase the Inner Light Sculpture, Second by Tom Henry. Roll call 7 Yeas and 0 Nays, motion carried. Alderman Wangelin will take to City Council. 	RB&W District Event Permit Approved Tourism Purchase Approved
Old Business	<ul style="list-style-type: none"> No old business to discuss. 	
Committee Member Items	<ul style="list-style-type: none"> Robbin updated on new bids will be coming in on the restrooms at the RB&W District. 	
Adjournment	<ul style="list-style-type: none"> Chairman Tribley made a motion to adjourn, second by Alderman Wangelin. Meeting adjourned at 10:58am. 	

Committee Chairman