



City of Rock Falls Tourism Committee Meeting Minutes

Date: 10/11/2023

Time Meeting Started: 10:04 am

Time Meeting Ended: 10:58 am

| Members | | Also Attended | |
|----------------------|---|--------------------------------|---|
| Chairman Tribley | A | Director Jones | P |
| Alderman Wangelin | P | Administrative Assistant Finch | A |
| Tom Henry | P | City Administrative Blackert | P |
| Betsy Bunning | A | Matthew Lenox | P |
| Christina Wolfe | P | | |
| Sam Smith | P | | |
| Michael Myers | P | | |
| Also Attended | | | |
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| Topic | Discussion | Plan of Action |
|------------------|---|-------------------------|
| Call to order | <ul style="list-style-type: none"> Meeting called to order by Alderman Wangelin in the absence of Chairman Tribley at 10:04 am. | |
| Audience Request | <ul style="list-style-type: none"> None | |
| Approved Minutes | <ul style="list-style-type: none"> Committee reviewed minutes from the September 6, 2023, Tourism Committee Meeting. Alderman Wangelin moved to approve minutes as presented, second by Mike Myers, motion carried. | Minutes Approved |
| Updates | <ul style="list-style-type: none"> Updates from Matthew Lenox from the Blackhawk Waterways CVB. Annual meeting at Poopy's was a success. The Blackhawk Waterways are rebranding their name to Visit NW Illinois. Matthew met with Director Jones last week on utilizing Content Creators and we are looking at doing this in November for the Hometown Holidays. Matt also reported that the State of Illinois is planning on bringing back the IL State Marketing and Tourism Grants of which he will forward that information to Director Jones as soon as it is available. Matt reported that Rock Falls is doing very well in what we have going on here. Sam Smith from Rock Falls Chamber reported about their upcoming events of Bizz Boo! Trick or Treat on October 27, 2023 and the Hometown Holidays including Bingo, tree lighting, and dodgeball November 16 through 18, 2023. <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> Jammin on the Rock September 24th a little low with attendance and vendors. Lumberjack Show & Beard Contest @ Selmi's Farm was a success and Matt Selmi and Melinda have booked the Lumberjack Enterprises for October 5, 2024. Beard contest was fun with 10 contestants. All prizes were donated by Wahl Clipper. Bike rentals: \$57.29 August / \$21.65 September. Will plan to bring bikes in for the season the last week of October. Kayak rentals doing good; however, slowing down a bit due to the weather. The manager of them will probably stop rentals sometime in November. All kayaks and cage will remain at site; however, he will remove all accessories and store for the winter. Surveys were recently sent out to all vendors of Eats & Beats at the District and Jammin' On The Rock to get feedback of what we can improve/change for future. | No actions on any items |

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| | <ul style="list-style-type: none"> Working on 2024 event planning idea/changes. A few changes will be made to Eats & Beats at the District with the event not being all day and just in the evenings of Friday or Saturday. Will not be doing Jammin' On The Rock in 2024. Art in the Park will no longer be held on Labor Day Weekend. Everyone agrees not to have it on a holiday weekend; looking at last Saturday of August before Labor Day weekend. We will have an outdoor art gallery type of show and we will not do VIP tent area as not enough interest in that from sponsors. Bellson Music Fest will be in 2024 with celebrating the 100th Birthday of Louie Bellson. Flock to the Rock in February will continue. Looking at doing a golf cart/ATV 4th of July Parade. Director Jones and Chief Pilgrim have already had talks about this. Rockin' The Plaid to kick off Lumberjack Show and Beard Contest is an idea. Continue with Halloween and Christmas house decorating contests for residents in Rock Falls. Tourism partnering with Coloma Park District for Holiday Light Display @ Centennial Park will continue. A few other ideas were suggested and Director Jones will work on these. Director Jones is working on Thank You's to go to all 2023 Tourism sponsors. The Rock Falls Tourism Sponsorship campaign for 2024 will begin in approximately November. | |
| Rock Falls Tourism Grants | <ul style="list-style-type: none"> Rock Falls Chamber – Hometown Holidays – Requested \$1,000.00. A motion was made by Alderman Wangelin, second by Christina Wolfe, motion carried. This will need to go to Finance to be approved since it is a committee member requesting. | Tourism Grant for \$1,000 Approved, await approval from Finance Committee |
| Marketing | <ul style="list-style-type: none"> Facebook post reach was 84,307 and engagement 30,095 and 151 new follows. A lot of this increase is probably due to the Vietnam Traveling Memorial Wall advertising. The Visit Rock Falls Website has had 4.3k visitors with an average time of 1.26 minutes on the website. The Calander of Events is the most visited page, followed by Things to Do. | No actions on any items |
| Façade Grants | <ul style="list-style-type: none"> Mud & Moo Boutique – Façade Grant complete – Tom Henry set a motion to approve the grant for the completed project in the amount of \$2,000, second by Alderman Wangelin, motion carried. | Façade Grant payment of \$2,000.00 approved |
| Hotels | <ul style="list-style-type: none"> Mike Myers, General Manager of Holiday Inn Express & Suites reported September revenue was up, and that October through December are looking good. | |
| New Business | <ul style="list-style-type: none"> None. | |
| Old Business | <ul style="list-style-type: none"> None. | |
| Committee Member Items | <ul style="list-style-type: none"> Tom Henry from the Coloma Park District reported there is only 1 space left for Holiday Light Display @ Centennial Park. | |
| Adjournment | <ul style="list-style-type: none"> Alderman Bill Wangelin made motion to adjourn, second by Mike Myers. . Meeting adjourned at 10:58 am. | Meeting Adjourned |

Bill Wangelin

Committee Chairman