



City of Rock Falls Tourism Committee Meeting Minutes

Date: 02/14/2024

Time Meeting Started: 10:03 am

Time Meeting Ended: 11:14 am

Members		Also Attended	
Chairman Tribley	P	Director Jones	P
Alderman Wangelin	P	Administrative Assistant Finch	P
Tom Henry	P	City Administrative Blackert	P
Betsy Bunning	P	Matthew Lenox	P
Christina Wolfe	P		
Sam Smith	P		
Michael Myers	P		
Vickey Byrd	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 10:03 am. 	
Audience Request	<ul style="list-style-type: none"> None 	
Approved Minutes	<ul style="list-style-type: none"> Committee reviewed minutes from the January 10th, 2024 Tourism Committee Meeting. Michael Myers moved to approve minutes as presented, second by Christina Wolfe, motion carried. 	Minutes Approved
Updates	<ul style="list-style-type: none"> Updates from Matthew Lenox from the Visit NW Illinois CVB. Governor's Conference is coming up. 2024 Visitor Guide is in the printing process now. They have started a regional marketing team of which Director Jones will represent Whiteside County. Director Sam Smith from Rock Falls Chamber reported about their upcoming Rock Falls Chamber Dinner & Community Award Celebration which will be February 22, 2024. All invited. <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> Flock to the Rock had over 180 people attend the event. Tourism Department will be looking for a larger venue and extending the hours for the following year. Northern IL Raptor Rehabilitation & Education did a presentation and brought live birds of prey. Robert Storm, ice sculptor, did 3 carvings of birds and will be hired back for next year. Rudy Vallejo (Native American) did a presentation including Indian dances. A few educational vendors were set up. Bellson Music Fest will have the Drum Clinic with Steve Smith at the McCormick Event Center. Mrs. Bellson will be attending. Her flight and hotel rooms have been booked. Steve Smith and Vital Information will be our headliner band. Josh Duffee & His Orchestra will return. Rock River Jazz Band and Rock Falls High School Jazz Band also in the line-up. Still working on one more band. 	No actions on any items
Rock Falls Tourism Grants	<ul style="list-style-type: none"> Event Sponsorship – Rock River Jazz Band – 4 dates to perform at the RB&W District in 2024 – Requested \$500 to \$1,000. After discussion, it was suggested that since we are waiving the park rental fee and electricity (as we did in 2023) that we give them \$400 for event sponsorship, so with waiving the park and electricity fee, they would actually be getting \$1,200. A motion was made to approve \$400 along with the waiving the fee of park rental and electricity to Rock River Jazz Band. A motion was made by Tom Henry, second by Alderman Wangelin. Roll call 7 yeas, 0 nays, motion carried. 	Tourism Grant for \$400.00 approved

	<ul style="list-style-type: none"> • Sponsorship for the year – Sauk Valley Ski Shows – Requested \$1,000. A motion to approve \$1,000 to Sauk Valley Ski Shows. A motion was made by Alderman Wangelin, seconded by Christiana Wolfe. Roll call 7 yeas, 0 nays, motion carried. 	Tourism Grant for \$1000.00 approved
Facade Grants	<ul style="list-style-type: none"> • Mud & Moo wrote a letter explaining why their sign was not up, more time will be granted. 	
New Business	<ul style="list-style-type: none"> • RB&W Park Permit - Rock River Jazz Band – July 13, July 27, August 17 and September 14 use of the RB&W District Park. A motion was made by Alderman Wangelin, seconded by Tom Henry. All in favor, motion carried. • The mayor approached Tourism about taking over the commemorative bricks at Veterans Memorial Park. The 12”x 6” bricks will be engraved by Moore Monument. A discussion was made about pricing and will be installed twice a year. Tourism will get applications ready and put it on the Visit Rock Falls website. • Director Jones would like to make changes to the Rock Falls Tourism Mission Statement and the committee agreed to look it over, make notes of changes and discuss at March meeting. 	<p>Motion passed for the Rock River Jazz Band use of the RB&W Park.</p> <p>No action needed</p> <p>Needs future discussion</p>
Old Business	<ul style="list-style-type: none"> • Marketing – Facebook and Instagram post reach was up in the last 30 days. Facebook has over 8K followers with 184 new followers in the last 30 days. The Visit Rock Falls Website top sites being Calendar of Events and Things to Do. • Administrator Blackert reported the Country Inn & Suites is delinquent on the hotel taxes and Matt Lenox will look into the matter on a state level. • Hotels - Michael Myers, General Manager of Holiday Inn Express & Suites, reported January was up 5%-6%, but February is down. Michael attended the Wedding Expo at the Northland Mall and received 30-40 inquiries about the hotel for potential wedding stays for 2024-2025. • Director Jones reported quotes are still coming in for the digital sign that will go up on 1st St. 	No action needed
Committee Member Items	<ul style="list-style-type: none"> • Administrator Blackert reported the restroom/utility building at RB&W District is still on schedule. • Director Jones reported the plaque is ordered for where the Vietnam Traveling Memorial Wall was at the RB&W District and hope to have it installed before Memorial Day weekend. • Nicole Beck will be changing out her sculpture, Fistacuffs, at the RB&W District in April and replacing it with Effloresce. She will pay to have the plaque replaced. This was brought up earlier to Chairman Tribley and approved. 	
Adjournment	<ul style="list-style-type: none"> • Tom Henry made motion to adjourn. • Meeting adjourned at 11:14 am. 	Meeting Adjourned

Committee Chairman