



City of Rock Falls Tourism Committee Meeting Minutes

Date: 03/14/2024

Time Meeting Started: 10:00 am

Time Meeting Ended: 10:51 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	A	Matthew Lenox	P
Christina Wolfe	P		
Sam Smith	P		
Michael Myers	P		
Vickey Byrd	P		
Also Attended			
Mayor Kleckler	P		

Topic	Discussion	Plan of Action
Call to order	<ul style="list-style-type: none"> Meeting called to order by Chairman Tribley at 10:00 am. 	
Audience Request	<ul style="list-style-type: none"> None 	
Approved Minutes	<ul style="list-style-type: none"> Committee reviewed minutes from the February 14th, 2024 Tourism Committee Meeting. Christina Wolfe moved to approve minutes as presented, second by Alderman Wangelin, motion carried. 	Minutes Approved
Updates	<ul style="list-style-type: none"> Updates from Matthew Lenox of the Visit NW Illinois CVB: Governor's Conference is coming up. 2024 Visitor Guide are now available. Director Sam Smith from Rock Falls Chamber reported about their upcoming Spring Bingo next week and tickets are still available. April 4th they have Speed Networking at Froggies Bar, Farmers Markets will start in May, and Summer Splash is on the up and up for June. <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> 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 also in the line-up. Still working on two more bands. Commemorative Bricks are available for sale. The first installment is due April 1st. The information & application are available on the Visit Rock Falls website. Taco Throwdown Fest updates – ZOWA wrestling will be performing, Pelon's Music will be DJing. Sick the Magazine will be here June 10th. Director Jones has met with Chief Pilgrim to address any concerns. It will bring 300 to 320 cars to Rock Falls for the night. This will bring hotels stays. 	No actions on any items
Rock Falls Tourism Grants	<ul style="list-style-type: none"> Event Sponsorship – Taste of Fiesta – September 7, 2024 at the RB&W District – Requested \$2,000. A motion was made to approve \$500 by Alderman Wangelin, second by Christina Wolfe. Roll call 7 years, 0 days, motion carried. 	Tourism Grant for \$500.00 approved
Façade Grants	<ul style="list-style-type: none"> Mud & Moo – Completed sign project – Requested \$1,172.83. A motion was made by Sam Smith, second by Alderman Wangelin. Roll call 7 years, 0 days, motion carried. 	Façade Grant for \$1,172.83 approved

New Business	<ul style="list-style-type: none"> • RB&W Park Permit – Taste of Fiesta – September 7, 2024 use of the RB&W District Park. A motion was made by Tom Henry, seconded by Vickey Bryd. All in favor, motion carried. • Tourism Budget 2025 was reviewed. A motion was made by Tom Henry, seconded by Christina Wolfe. Roll call 7 yeas, 0 nays, motion carried. 	<p>Motion passed for Taste of Fiesta use of the RB&W Park.</p> <p>No action needed</p>
Old Business	<ul style="list-style-type: none"> • Director Jones reported on the new Mission Statement for Rock Falls Tourism. • Marketing – Bellson ad was approved by Mrs. Bellson • Facebook is up and has 46 new followers. • Administrator Blackert reported Country Inn & Suites is now current with payments to the city. • Hotels - Michael Myers, General Manager of Holiday Inn Express & Suites, reported February was down 10%. Michael attended the Wedding Expo at the Northland Mall and received 34 wedding blocks for 2024-2025 and 80% are for 2024. 	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. • Tom Henry reported tee ball registration is now open and the Coloma Park District Easter Egg Hunt will take place March 23rd. 	No action needed
Adjournment	<ul style="list-style-type: none"> • Chairman Tribley made motion to adjourn, seconded by Alderman Wangelin. • Meeting adjourned at 10:51 am. 	Meeting Adjourned

Committee Chairman