



## City of Rock Falls Tourism Committee Meeting Minutes

Date: 04/10/2024

Time Meeting Started: 10:00 am

Time Meeting Ended: 10:55 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	A
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"> <li>Meeting called to order by Chairman Tribley at 10:00 am.</li> </ul>	
Audience Request	<ul style="list-style-type: none"> <li>None</li> </ul>	
Approved Minutes	<ul style="list-style-type: none"> <li>Committee reviewed minutes from the March 14th, 2024 Tourism Committee Meeting. Christina Wolfe moved to approve minutes as presented, second by Alderman Wangelin, motion carried.</li> </ul>	Minutes Approved
Updates	<ul style="list-style-type: none"> <li>Director Sam Smith from Rock Falls Chamber reported: April 4<sup>th</sup>. Speed Networking at Froggy's Bar &amp; Grill and Garage Sale Days are coming up. Farmers Market will start in May. Summer Splash is on the up and up for June; everyone is welcome. Summer Splash hours have changed and will now start at noon.</li> </ul> <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> <li>Commemorative Bricks update - 2 bricks have been sold and Mayor Kleckler will install them.</li> <li>Sauk Valley Talent Show update – 1<sup>st</sup> one is May 30<sup>th</sup>. To sign up: adults are \$10, kids 16 and under are \$5 and groups of 3 or more are \$25, that money will go toward prizes. The next date is July, 11 and the winners from those 2 dates will go on to the August 11<sup>th</sup> Grand Finale to win cash prizes.</li> <li>Eats'N' Beats update – Limited the amount of food trucks this year and also shortened the time of the event at the suggestion of previous year food vendors. Event will now start at 4 pm instead of 11:30 am. Several new food trucks coming from out of the area.</li> <li>Taco Throwdown Fest update – There will be a taco-eating contest. A limit of 10 entries. There will be a fee to enter and the contest is for the first to eat 20 tacos.</li> </ul>	No actions on any items
Rock Falls Tourism Grants	<ul style="list-style-type: none"> <li>Event Sponsorship – YMCA Outdoor Adventure Fest – May 18, 2024 – Requested \$500. A discussion was made, a motion was made to deny \$500 by Alderman Wangelin, second by Tom Henry. All in favor, motion carried.</li> </ul>	Tourism Grant for \$500.00 Denied
Façade Grants	<ul style="list-style-type: none"> <li>No Façade Grants</li> </ul>	No Action Needed
New Business	<ul style="list-style-type: none"> <li>RB&amp;W Park Permit – New Life Lutheran Church - Community Serve Day May 18, 2024. Motion made by Christina Wolfe to allow use of the RB&amp;W Park, seconded by Sam Smith. All in favor, motion carried.</li> </ul>	Motion passed for New Life Lutheran use of the RB&W

Old Business	<ul style="list-style-type: none"> <li>No old business.</li> </ul>	No action needed
Marketing	<ul style="list-style-type: none"> <li>Working on TV commercials and flyers for Bellson Music Fest.</li> <li>Chaz Slater has made a new video of Rock Falls.</li> <li>The website was up 314 visitors from past month. Facebook reach just last week was 3,100 people.</li> <li>Sponsorship campaign will end April 15. As of today, we have 61 sponsors which is up from 56 last year; 22 are new sponsors. We have exceeded out budgeted amount for sponsorship contributions already.</li> </ul>	No action needed
Hotels	<ul style="list-style-type: none"> <li>Hotels - Michael Myers, General Manager of Holiday Inn Express &amp; Suites, reported March is a slower time and lots of maintenance is getting done. Holiday Inn Express &amp; Suites is booked up for the Bellson Music Fest and Sick the Magazine Block Party.</li> </ul>	No action needed
Committee Member Items	<ul style="list-style-type: none"> <li>Administrator Blackert reported the Country Inn and Suites will reopen this week.</li> <li>Administrator Blackert reported the bathrooms had started construction just today and reported the dirt being removed would be used for a berm.</li> <li>Chairman Tribley brought to discussion the flower pots around Rock Falls. A discussion was made and the city will remove the flowerpots and looking forward to a new fresh look in the future. Local businesses will have the opportunity to adopt flower pots for their business if wanted; however, they will plant their own flowers and maintain them.</li> </ul>	No action needed
Adjournment	<ul style="list-style-type: none"> <li>Tom Henry made a motion to adjourn, seconded by Alderman Wangelin.</li> <li>The meeting adjourned at 10:51 am.</li> </ul>	Meeting Adjourned

---

Committee Chairman