



City of Rock Falls Tourism Committee Meeting Minutes

Date: 07/10/2024

Time Meeting Started: 10:00 am

Time Meeting Ended: 11:13 am

Members		Also Attended	
Chairman Tribley	P	Director Jones	P
Alderman Wangelin	A	Administrative Assistant Finch	P
Tom Henry	P	City Administrator Blackert	P
Betsy Bunning	P	Director Lenox – Visit NW Illinois	P
Christina Wolfe	A		
Sam Smith	P		
Michael Myers	A		
Vickey Byrd	P		
Also Attended			
Mayor		Dr. Patrice Hess	

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"> The committee reviewed minutes from the June 12, 2024, Tourism Committee Meeting. Tom Henry moved to approve minutes as presented, second by Brian Tribley, motion carried. 	Minutes Approved
Updates	<ul style="list-style-type: none"> Visit NW Illinois – Matt Lenox reported on the data being used to track visitors in our area compared to surrounding areas. Director Sam Smith from Rock Falls Chamber reported updates for Community Tours on Friday, July 12, 2024, at Build-A-Pet after Hours at Sauk Valley College on July 18, 2024 with surrounding area Chamber of Commerce’s, and AI Presentation with Matt Lenox at the Rock Falls Community Building on July 25, 2024. <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> Independence Day Celebration – a couple of thousand attended and enjoyed food trucks, 3 Day Rain band, and fireworks. Sauk Valley Talent Show update – We had 15 participants. The next one is Thursday, August 1, 2024. Great audience. Eats’N’Beats is Friday, July 19, 2024, and the band Whitlocked & Loaded will be performing. Art in the Park – presented the new sculptures that will be displayed at the RB&W District. The Tourism Board will vote on the sculpture that will go at the entrance of Rock Falls. Kayak Rentals are doing very well with 25 rentals in the last month. Bike Rentals – numbers are up. 	No Actions Needed
Rock Falls Tourism Grants	<ul style="list-style-type: none"> Event Sponsorship – Little League Baseball State Tournament held in Rock Falls– July 20-24, 2024 – Requested \$1,000. After discussion, a motion was made to approve \$1,000 by Sam Smith, second by Tom Henry. Roll call – all in favor, motion carried. Event Sponsorship – Rock Falls River Chase – August 17 & 18, 2024 - Requested \$1,000. After discussion, a motion was made to approve \$1000 by Tom Henry, second by Brian Tribley. Roll call – all in favor, motion carried. Event Sponsorship – Rock Falls First Responders 5K – October 5, 2024 - Requested \$500. After discussion, a motion was made to 	Tourism Grant for \$1,000 Approved Tourism Grant for \$1,000 Approved Tourism Grant for \$500 Approved

	approve \$500 by Brian Tribley, second by Besty Bunning. Roll call – all in favor, motion carried.	
Façade Grants	<ul style="list-style-type: none"> No Façade Grants 	No Action Needed
New Business	<ul style="list-style-type: none"> SVCC Sculpture Partnership – Dr. Patrice Hess from SVCC spoke about sculpture placement at SVCC, this is an opportunity to work with SVCC in bringing sculptures to the campus. They will be placing 3 art pads. A discussion was made and Rock Falls Tourism will partner with SVCC to help with the submission process. Opportunities to name RB&W Amphitheater, water feature, etc. A discussion was made and 100% of the cost of the structure will be the cost to put your name on the structure. Administrator Blackert will come up with the final numbers in writing and take it to the City Council to be finalized. 	<p>No Action Needed</p> <p>Will be taken to City Council</p>
Old Business	<ul style="list-style-type: none"> A vote was made for the new sculpture that will be placed at the entrance of Rock Falls. Unanimously, Solo Spyro was chosen. The current sculpture Demise will be placed in the RB&W Park. 	Voted for Solo Spyro
Marketing	<ul style="list-style-type: none"> The digital sign is here for the entrance of Rock Falls. Waiting on the masonry company to be available to put sign in. Facebook and the website’s numbers are up. Tourism is working with a new app called Wadzzo. The app can be used to put pins on attractions in the area to encourage people to visit those locations. After they have, they can earn prizes. Advertised on the back cover of the magazine The Voyager. Director Jones met with WQAD on methods to advertise upcoming events and future ways to start advertising Rock Falls. 	No Action needed
Hotels	<ul style="list-style-type: none"> Hotels – Mike Myers was absent 	No action needed
Committee Member Items	<ul style="list-style-type: none"> Tom Henry reported they are removing the porta potty from the Lower Dam. The Holiday Light Display planning has begun and emails went out to all of last year’s participants. 	No action needed
Adjournment	<ul style="list-style-type: none"> Tom Henry made a motion to adjourn, seconded by Besty Bunning. The meeting adjourned at 11:13 am. 	Meeting Adjourned

Committee Chairman