



City of Rock Falls Tourism Committee Meeting Minutes

Date: 08/14/2024

Time Meeting Started: 9:56 am

Time Meeting Ended: 10:35 am

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

Topic	Discussion	Plan of Action
Call to order	<ul style="list-style-type: none"> Meeting called to order by Chairman Tribley at 9:56 am. 	
Audience Request	<ul style="list-style-type: none"> None 	
Approved Minutes	<ul style="list-style-type: none"> The committee reviewed minutes from the July 10, 2024, Tourism Committee Meeting. Mike Myers moved to approve minutes as presented, second by Alderman Wangelin, motion carried. 	Minutes Approved
Updates	<ul style="list-style-type: none"> Visit NW Illinois – Matt Lenox reported on the annual dinner September 19th at Mad Water Saloon. Director Sam Smith from Rock Falls Chamber gave updates. Rock Falls Ambassadors Share Night at Culver's on July 12, 2024, raised \$1,200. Tuesday, August 20 will be a legislative update with Illinois State Representative Bradley Fritts at the Community Building. Local Fest will be Saturday, August 24th. In September, they are bringing back the CommUNITY Tours, which advertises local business. <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> Sauk Valley Talent Competition Series had 15 contestants on July 11th. Finale was held on August 8th. Eats'N'Beats is Friday, August 16th, BAJA band will be playing. This event will have food trucks and vendors. Art in the Park Outdoor Art Gallery and Sculpture Walk is Saturday, August 24. New sculptures will be installed on Friday, August 22nd. Demise will be moved to a permanent location at the RB&W District. The committee voted for Solo Spyro sculpture to be placed at the 1st Avenue base. The Outdoor Art Gallery has 21 artists signed up. Kayak rentals are doing very well with 31 rentals in the last month. Bike rentals are doing very well with 20 rentals in the last month. 	No Actions Needed
Façade Grants	<ul style="list-style-type: none"> Touch of Thai / Bar Code – Application for Façade Grant in the amount of \$3,000.00 for 2 signs for their business. After discussion in that they need to be doing some work to the windows of the building, it was decided that Director Jones will talk with them about using the façade grant for some exterior work on the windows and maybe just do one sign. 	Requested \$3,000. No action taken.
New Business	<ul style="list-style-type: none"> Next tourism committee meeting will be rescheduled for September 4, 2024 due to Chairman Tribley unable to attend. 	No Action Needed

Marketing	<ul style="list-style-type: none"> • Facebook and website numbers are up. • Director Jones reported on the top visited sites on Visitrockfalls.com. • Commercials for advertising Art in the Park Outdoor Art Gallery and Sculpture Walk are running on WIFR and WQAD. She will be doing talk segments on WQAD and KWQC, as well as radio interview with River Country 101.7. 	No Action needed
Hotels	<ul style="list-style-type: none"> • Mike Myers reported June's occupancy for the Holiday Inn Express & Suites was the best month so far in 2024 at 92%. 	No action needed
Committee Member Items	<ul style="list-style-type: none"> • Tom Henry reported they have an upcoming bus trip to Galena. • The Holiday Light Display @ Centennial Park planning is going well. 	No action needed
Adjournment	<ul style="list-style-type: none"> • Chairman Tribley made a motion to adjourn, seconded by Tom Henry. • The meeting adjourned at 10:35 am. 	Meeting Adjourned

Committee Chairman