



City of Rock Falls Tourism Committee Meeting Minutes

Date: 09/4/2024

Time Meeting Started: 10:00 am

Time Meeting Ended: 10:45 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	P	Director Lenox – Visit NW Illinois	P
Christina Wolfe	P		
Sam Smith	A		
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 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 August 14, 2024, Tourism Committee Meeting. Alderman Wangelin moved to approve minutes as presented, second by Mike Myers, motion carried. 	Minutes Approved
Updates	<ul style="list-style-type: none"> Visit NW Illinois – Matt Lenox reported on state tourism numbers, we are doing well compared to surrounding areas. The state has invested in a program called Tourism Exchange USA that Rock Falls can be a part of. <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> Eats’N’Beats was Friday, August 16th, BAJA was rained out. Art in the Park Outdoor Art Gallery and Sculpture Walk was on Saturday, August 24. New sculptures were installed, one is not coming and will be replaced soon. The Outdoor Art Gallery had 19 artists. Taste of Fiesta is Saturday, September 7th. Tourism will have a booth at the event to advertise upcoming events. The Fiesta Day Parade is on Saturday, September 14th. Tourism will be a part of the parade to advertise the Taco Throwdown. The Taco Throwdown is on Friday, September 27th. There will be ZOWA Wrestling, new food trucks featuring \$2 Featured Tacos that the public can vote on their favorite, a taco eating contest, and DJ Pelon. Mad About Plaid will be in Downtown Rock Falls on Friday, October 4th. The businesses will have specials for anyone wearing plaid and there will be a group photo of everyone in plaid at the RB&W District at 7 pm. The Lumberjack Show & Beard Contest is on Saturday, October 5th at Selmi’s. There will be 3 lumberjack shows, 3 Zoli woodcarving shows, and a beard contest. The kayaks had 38 rentals in the last month. The bikes had 13 rentals in the last month. 	No Actions Needed
Event Grant	<ul style="list-style-type: none"> Sauk Valley Apple Cider Run – October 12, 2024 – Application for an Event Grant in the amount of \$500.00. A discussion was made to approve the \$500. A motion was made by Chairman Tribley. Second by Christina Wolfe. Roll call – all in favor, motion carried. 	Requested \$500 Approved

Façade Grants	<ul style="list-style-type: none"> • Touch of Thai / Bar Code – Application for a Façade Grant in the amount of \$5,000.00 for signage and repairs to the bay window. After a discussion was made Touch of Thai / Bar Code will need to resubmit without the signage in the grant and get a contractor bid. 	Requested \$5,000 No action taken
Marketing	<ul style="list-style-type: none"> • Facebook and Instagram numbers are up. • Director Jones reported on the top visited sites on Visitrockfalls.com. • Working on a new ad with Visit NWIllinois. • Advertising the Taco Throwdown on KWQC Quad Cities Living. • The digital sign on Route 30 is running all of our events. 	No Action needed
Hotels	<ul style="list-style-type: none"> • Mike Myers reported August's occupancy for the Holiday Inn Express & Suites was the best month so far in 2024. • Looking into doing a bridal expo in Rock Falls. 	No action needed
Committee Member Items	<ul style="list-style-type: none"> • Tom Henry reported they have an upcoming bus trip to Galena, the Fishing Derby, and the Holiday Light Display. 	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 10:45 am. 	Meeting Adjourned

Committee Chairman