



City of Rock Falls Tourism Committee Meeting Minutes

Date: 10/9/2024

Time Meeting Started: 10:02 am

Time Meeting Ended: 11:07 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	A
Christina Wolfe	P		
Sam Smith	A		
Michael Myers	A		
Vickey Byrd	P		
Also Attended			
Mayor Kleckler	P	Mark Searing	P

Topic	Discussion	Plan of Action
Call to order	<ul style="list-style-type: none"> Meeting called to order by Chairman Tribley at 10:02 am. 	
Audience Request	<ul style="list-style-type: none"> None 	
Approved Minutes	<ul style="list-style-type: none"> The committee reviewed minutes from the September 4, 2024, Tourism Committee Meeting. Alderman Wangelin moved to approve minutes as presented, seconded by Christina Wolfe, motion carried. 	Minutes Approved
Updates	<p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> The sculpture “Leo” was not able to come, so it was replaced by Alex Mendez’s sculpture “Square One”. The Taco Throwdown was on Friday, September 27th. The winner of the \$2 Featured Taco was Brito’s. Grill. We had 8 taco vendors compete for the best featured taco. The taco eating contest had 9 contestants, and the winner who ate 20 tacos first was from Wood Dale, IL. ZOWA Live did 2 shows and DJ Pelon DJ’d from 8-10pm. Mad About Plaid was held downtown Rock Falls on Friday, October 4th. Some businesses had specials for anyone wearing plaid. A group photo of everyone in plaid was taken at the RB&W District at 7 pm. The Lumberjack Show & Beard Contest was on Saturday, October 5th at Selmi’s Family Farm. The Lumberjack Enterprises did three shows. There was an interactive kid’s lumberjack camp. Zoli’s Woodcarving did three shows throughout the day. The beard contest had 11 contestants. The Spooktacular Halloween Golf Cart and UTV Parade is Saturday, October 19th. There are 5 entries as of today’s date. The Halloween House Decorating Contest starts October 18th and goes till the 28th. The kayaks had 9 rentals in the last month. The bikes had 11 rentals in the last month. 	No Actions Needed
Event Grant	<ul style="list-style-type: none"> Seasonal Sights and Sounds put on by the Sauk Valley Chamber of Commerce - December 6, 2024 – submitted an Event Grant Application in the amount of \$500.00. After discussion, Alderman Wangelin made a motion to deny the \$500 due to it does not promote tourism/hotel stays for Rock Falls, seconded by Tom Henry. Roll call – all in favor, motion carried. 	Requested \$500 Denied
Façade Grants	<ul style="list-style-type: none"> 7:24 Fitness on the Rock – Completion of façade work in the amount of \$5,000.00. After discussion to approve the grant for the completed work in the amount of \$5,000, a motion was made by Chairman 	Requested \$5,000 Approved

	<p>Tribley to approve the \$5,000, seconded by Christina Wolfe. Roll call – all in favor, motion carried.</p> <ul style="list-style-type: none"> • Touch of Thai / Bar Code – Application for a Façade Grant in the amount of \$6,900 for repairs of a bay window (minus the karaoke sign). An estimate (as requested at a prior meeting) was provided by Total Construction Services. The construction work will be done by a private person. Mark Searing reported on what needed to be done to the bay window and answered all questions. Mark Searing will also see that all permits and safety issues are being taken care of when work begins. Betsy Bunning made a motion to approve the façade grant application, seconded by Alderman Wangelin. Roll call – all in favor, motion carried. 	<p>Façade Grant Application in the amount of \$3,450 (does not include karaoke sign) approved</p>
New Business	<ul style="list-style-type: none"> • RB&W Park Permits – Rock Falls Chamber’s Biz Boo! Trick or Treat Friday, October 25th and Hometown Holidays November 22nd, 2024. A discussion was made to approve the Rock Falls Chamber's use of the RB&W District for both events. A motion was made by Chairman Tribley, seconded by Christina Wolfe. Roll call – all in favor, motion carried. 	<p>RB&W District Event Permit Approved for Biz Boo! Trick or Treat and Hometown Holidays</p>
Marketing	<ul style="list-style-type: none"> • Facebook and Instagram numbers are up. • Director Jones reported on the top visited sites on Visitrockfalls.com. which were Calendar of Events, Fiesta Day Parade, and Things to Do. • Taco Throwdown on KWQC Quad Cities Live with Ryan Zschesche and Director Jones. • Lumberjack Show on KWQC Quad Cities Live with Matt Selmi and Director Jones. • Lumberjack Show commercial on WIFR TV. • WQAD, Andrew Stutzke, came to Selmi’s Family Farm and did a weather report and interviewed Director Jones and Matt Selmi about the Lumberjack Show and Beard Contest. • Northwest Quarterly did an article on Rock Falls in their last issue. 	<p>No Action needed</p>
Committee Member Items	<ul style="list-style-type: none"> • Tom Henry reported that the Holiday Light Display will be looking for volunteers. 	<p>No action needed</p>
Adjournment	<ul style="list-style-type: none"> • Alderman Wangelin made a motion to adjourn, seconded by Betsy Bunning. • The meeting adjourned at 11:07 am. 	<p>Meeting Adjourned</p>

Committee Chairman