



City of Rock Falls Tourism Committee Meeting Minutes

Date: 1/8/2025

Time Meeting Started: 10:02 am

Time Meeting Ended: 10:36 am

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

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 the minutes from November 13, 2024, tourism committee meeting. Tom Henry moved to approve minutes as presented, seconded by Christina Wolfe, motion carried. 	Minutes Approved
Updates	<ul style="list-style-type: none"> Visit NW Illinois – Matt Lenox was absent; however, he sent a message to Director Jones to report that the NW Illinois travel guide is being printed and we should have copies in hand next month. <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> Tour of Lights house decorating contest had 11 entries. Holiday Light Display at Centennial Park was a great success with 25 participants which was 5 up from previous year. Sponsorship Campaign is ongoing. Deadline is 3/31/2025. Rock Falls Area Visitor Guide 2025/2026 – Director Jones is working on getting advertisers and meeting with businesses. Flock to the Rock '25 will be Saturday, February 8, 2025. Event will be held at the Rock Falls American Legion. We have Northern IL Raptor and Rehab Education, Gerald Savage, Gary Metivier, and Robert Storm all scheduled. Will have nature-related vendors. New Tourism Assistant Hire – Director Jones is still searching. Sauk Valley Favorites – RB&W District Park has been nominated for Best Park and Taco Throwdown has been nominated for Best Event. Director Jones encouraged everyone to vote. Voting ends 1/24/2025. 	No Actions Needed
Event Grant	<ul style="list-style-type: none"> None. 	
Façade Grants	<ul style="list-style-type: none"> None. 	
New Business	<ul style="list-style-type: none"> None 	
Old Business	<ul style="list-style-type: none"> None 	
Marketing	<ul style="list-style-type: none"> Director Jones reported that the Visit Rock Falls website did very well for the year with an increase of 14.9K visits from the previous year. The top sites visited for the year were: Calendar of Events, Things to Do, and Bellson Music Fest. In the last 30 	No Action needed

	<p>days, the top sites visited were Holiday Light Display, Emerson's Pub, and Calendar of Events.</p> <ul style="list-style-type: none"> • In the last 28 days, Facebook reached 43.9k and had 25.4k engagements. 38 new page likes and 80 new followers bringing followers to 9,177. Most popular posts in the last 28 days were 1) Marriage proposal at the Holiday Light Display reaching 10.8k with 4.6k engagement 2) Post about 271 vehicles going through the Holiday Light Display reached 13.6k with 1.2k engagement. • Tic Tok is doing well with 489 followers/555 likes. A video of the Holiday Light Display from the horse-drawn wagon rides had 3,808 views. Currently running a Tic Tok advertising the Flock to the Rock '25 event. • Currently we have an ad running with Shaw Local Radio (River Country) for the Sauk Valley Favorites and also a paid ad on the Sauk Valley Favorites voting page. • Will be doing a commercial for the Flock to the Rock '25 with Regional Media this week. More advertising for this event is being worked on. 	
Hotels	<ul style="list-style-type: none"> • Mike Myers from Holiday Inn Express & Suites reported that all hotels in Rock Falls had a very good 4th quarter. Holiday Inn Express & Suites will be participating in the Sauk Valley Wedding Expo on February 2, 2025. 	No action needed
Committee Member Items	<ul style="list-style-type: none"> • Tom Henry reported that the Holiday Light Display had roughly 2,100 vehicles go through and brought in around \$7,200 in donations. There was one evening that the park was open but no volunteers to count vehicles or collect donations due to the weather. A good year for the Holiday Light Display and have received great compliments. • Mayor Klecker reported he is working on an alcohol license for the RB&W District. Hope to have all finalized by springtime. 	No action needed
Adjournment	<ul style="list-style-type: none"> • Betsy Bunning made a motion to adjourn, seconded by Chairman Tribley. • The meeting adjourned at 10:36 am. • Next meeting will be February 12, 2025. 	Meeting Adjourned

Committee Chairman