

City of Rock Falls Tourism Committee Meeting Minutes

Date: 02-09-2022

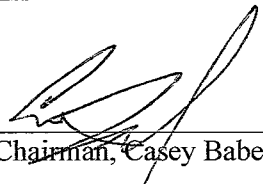
Time Meeting Started: 10:00 a.m.

Time Meeting Ended: 10:25 a.m.

Members		Also Attended	
Alderman Casey Babel - Chairman	P	Director Melinda Jones	
Alderman Bill Wangelin	P	Tracy Finch	
Alderman Jessica Devers	P	Dianne Bausman – Blackhawk Waterways	
Brian Tribley	P	Deputy City Clerk Michelle Conklin	
Emily Roth	A		
Amy Williamson	P		
Bethany Bland	A		
Tom Rynott	P		

Ordinance/Topic	Discussion	Plan of Action
Call to Order	Meeting was called to Order at 10:00 a.m. by Chairman Casey Babel	
	Chairman Babel informed the Committee that Emily Roth had resigned from the Tourism Committee	
Approve Minutes	Committee reviewed minutes from the January 12, 2022, Tourism Committee meeting. Brian Tribley moved to approve minutes, second by Bill Wangelin, Viva Voce Vote, 6 ayes, motion carried.	Minutes Approved
Tourism Committee Updates	a. Blackhawk Waterways – Dianne Bausman reviewed her report from BWCVB (copy attached) b. Tourism Director – Melinda Jones - Flock to the Rock is scheduled for Saturday, February 12, 2022 from 10:00 a.m. to 12:00 p.m. at the Lower Dam, 300 E 1st Street. Speakers will be Alyssa Parker and Rudy Vallejo. The Illinois Conservation Police will be there with their educational trailer, Gierhart Photo-Graphics will be selling prints, Friends of the Hennepin Canal and The Salvation Army will have hot chocolate available. There has been a lot of interest shown for this event. - The Barn Quilt Painting Class will be held on April 23, 2022 at Triple P's, very good turn out for the event. - Bellson Music Festival will be on June 18, 2022 from 2:00 p.m. until 9:30 p.m., we are completing the license agreement with Francine Bellson and we have 4 bands scheduled and are just waiting to get the contracts completed and signed. There will be a hospitality room set up for the bands at the Holiday Inn and Suites and we have Harvest Time Church as a backup in case of bad weather.	No action on any items
Tourism Grants	a. Sponsorship Grant for Percussion Palooza in the amount of \$300.00, they will be using the grant for judges, advertising, awards, concessions costs and special guest artists. Brian Tribley moved to approve the Sponsorship Grant in the amount of \$300.00, second by Jessica Devers, Viva Voce Vote, 6 ayes,	Sponsorship Grant in the amount of \$300.00 approved

	motion carried.	
Marketing/Advertising/ Promotions	a. Tourism Director Melinda Jones informed the Committee that there had been a Sweepstakes through Sauk Valley Media, which ran in the Northwest Herold and the Kane County Chronicle. The winner will receive dinner for 2 at the Candlelight Inn and a 1 night stay at the Holiday Inn & Suites. The participation in the sweepstakes was very high so this may be something that we look at doing again in the future.	No Action
New Business	a. Wedding Ceremony Event Permit for the Davis/Wiemers Wedding to be held on June 11, 2022. Jessica Devers moved to approve the Event Permit, second by Tom Rynott, Viva Voce Vote, 6 ayes, motion carried. b. Wedding Ceremony Event Permit for the Corzine Wedding to be held on August 20, 2022. Jessica Devers moved to approve the Event Permit, second by Bill Wangelin, Viva Voce Vote, 6 ayes, motion carried. c. Vietnam Memorial Wall at the RB&W Park in September 2023. Tourism Director Melinda Jones stated that she had been speaking to a company regarding placing the Wall at the park, the cost will be \$7,900.00 plus hotel rooms. We will need to build a platform for the wall to sit on and will need to have 24 hour guards at the wall. We will need a lot of donations and volunteers for this event. Set up will be on September 2, 2022 and will be taken down on September 5, 2022. This will be the same weekend as Art in the Park. Amy Williamson stated that they will donate the rooms. Jessica Devers moved to approve the agreement with Vietnam and All Veterans of Brevard, Inc. in the amount of \$7,900.00, second by Bill Wangelin. Roll Call Vote, 6 ayes, motion carried.	Event Permit Approved Event Permit Approved Approved signing agreement with Vietnam and All Veterans of Brevard, Inc. in the amount of \$7,900.00
Adjournment	Casey Babel moved to adjourn, second by Tom Rynott, Viva Voce Vote, 6 ayes, motion carried. Meeting adjourned at 10:25 a.m.	



Chairman, Casey Babel

BWCVB Report for Rock Falls Tourism
Diane Bausman, Executive Director
February 9th, 2022

Meetings Attended:

- Jan 28th - BHRC board meeting via Zoom
- Feb 8th - Carroll County hotel/motel meeting

Web Site Update:

Visitnorthwestillinois.com - we've had 6,535 unique visits to our website and they viewed 1.70 pages per session. 12.53% came as direct traffic (typed in our URL); 64.12% came as organic traffic (searched using keywords that lead them to our site) and 12.53% were referrals and of those referrals 98.36% came from our Facebook posts. The top landing pages were (1) Travel blog on White Pines Ranch (2) BWCVB home page (3) What to do/live entertainment/White Pines Theatre (4) What to do/shopping/Antiques/Frank Fritz Finds

Advertising, Promotion & Public Relations:

2022 Visitor Guide: The 2022 Visitor Guides were delivered on January 25th and we in the process of getting them distributed around our region and statewide. They were delivered directly from the printer to the CTM warehouses in Elmhurst, Des Moines, IA and Glendale, Wisconsin for distribution through their system that includes 200 locations. Cases of the guides were shipped to the 6 state Tourism Information Centers and they are now in the Oasis kiosks in Belvidere and DeKalb. I was pleased that our ad sales were up 28% which helped counter the 33% increase in printing costs. I also sent copies of the guide to our legislators and all those who bought advertising.

- **Requests for information:** In the last month we had 83 requests for VG's from our website
- **January Blog:** Jayne published a blog on the **White Pines Ranch** on Jan. 24th and the 3 day/\$10 Facebook Boost resulted in a reach of 3,654 with 245 post clicks and 43 shares.
- **BWCVB Social Media via Facebook, Twitter & Instagram:** Jayne posted on our social media channels 25 times in the last month and the 3 most popular were the White Pines Ranch blog post; promo of Sauk Valley Bridal Show on Feb 6th and promo of The Rusty Fox music event on Feb 4th.
- **Radio shows:** WRHL 1/26; WIXN 1/28; WLLT weekly; WCCI bi-weekly. Events are submitted weekly to *Aroundptown.com* for their online newsletter.

Highlights from the latest US Travel Association newsletter:

- **Travel sentiment** is once again proving resilient. Even with record COVID-19 cases, increased anxiety and hundreds of flight cancellations; more than three-quarters of Americans (78%) are in a ready-to-travel state of mind and 69% are excited to travel in the next few months.
- **Longwoods International**, a travel market research company, reported that nearly 9 in 10 (89%) have travel plans in the next six months.
- The bright spot is that three in 10 American travelers expect to take more leisure trips in 2022 than 2021 with 46% planning to travel in Q1 2022. **This is good news for our region since we are a leisure travel destination!**

SAVE THE DATE:

August 25th - BWCVB Annual Dinner in Rochelle - more details to come.

Blackhawk Waterways CVB Mission Statement

*To increase the economic impact to the four counties represented through promotions,
advertising and providing information to potential visitors.*