



City of Rock Falls Tourism Committee Meeting Minutes

Date: 02/11/2026

Time Meeting Started: 10:01 am

Time Meeting Ended: 11:01 am

Members		Also Attended	
Chairwoman Vickey Byrd	P	Director Jones	P
Tom Henry	P	Assistant Amber Martinez	P
Christina Wolfe	P	City Administrator Blackert	P
Sam Kersey	P	Director Lenox – Visit NW Illinois	P
Michael Myers	P	Mayor Kleckler	P
Alderman Nathan Stahr	P		

Call to order	<ul style="list-style-type: none"> Meeting called to order by Chairwoman Byrd at 10:01 am. 	
Audience Request	<ul style="list-style-type: none"> None 	
Approved Minutes	<ul style="list-style-type: none"> The committee reviewed the minutes from Jan 14, 2026, tourism committee meeting. Tom Henry moved to approve minutes as presented, second by Christina Wolfe, motion carried. 	Minutes Approved
Updates	<p>Visit NW Illinois –Director Lenox</p> <ul style="list-style-type: none"> The 2026 Visitor Guide will be out by end of March 2026. Director Melinda is featured in VNWIL 2026 Visitor Guide <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> Hometown Heroes Banner Program – Assistant Amber reported we currently have 28 banners sold. Deadline is March 2nd. Flock to the Rock '26 – was February 7th Event was a huge success with the Sloth from Incredible Bats and the live Eagle from “Hoo” Haven. Bigger venue is needed for next year. Sauk Valley Favorites –Taco Throwdown has been voted one of the top 3 community events in the Sauk Valley. June 14th – 144th Army band has been booked. June 13th Taylors Battery – 1st IL Artillery Co. will be doing presentations. Rock Falls American Legion will be holding a flag ceremony. Bands Booked for 2026 – Bellson Music Fest – bands booked, June 13th – 144th Military Band, Independence Day Celebration – The Solution and Got Your Six, July 18th Eats ‘N’ Beats – ALBORN and Drew Cagle & The Reputation, August 8th Eats ‘N’ Beats – Free Fall Sponsored by Holiday Inn Express -Rock Falls, Aqua Palooza – The Brotherhood, Art in the Park – Eli Traum, Sami Krueger waiting on two more musicians. 	<p>No Actions Needed</p> <p>No Actions Needed</p>
Event Sponsorship Grant	<ul style="list-style-type: none"> Rock Falls High School – Percussion Palooza requesting \$500. Tom Henry made a motion to grant the \$500 to Percussion Palooza, second by Alderman Nathan Stahr, Roll Call, 6 yeas, 0 nays, motion carried. 	Request of \$500 Approved
Façade Grants	<ul style="list-style-type: none"> None. 	No Actions Needed
Marketing	<ul style="list-style-type: none"> Visit Rock Falls website had 5.9K views in the last 30 days. Up 1K views from last month Top 3 sites: Flock to the Rock, Calendar of Events and Rock Falls Birding Trail. Visit Rock Falls Facebook page had 135 new followers in the last 30 days for a total of 10,589 followers. The top post was Rico the Sloth announcement with 92,261 views and 155 link 	No Action needed

	<p>clicks. Ad for WHBF for Flock to the Rock reached 309K Views and 793 link clicks</p> <ul style="list-style-type: none"> • Visit Rock Falls Instagram page had 4 new followers in the last 30 days for a total of 969 followers to date. • Visit Rock Falls TikTok has 7 new followers and a total of 1,028 followers. • Tourism Advertising –Radio interviews with Regional Media and River Country 101.7. TV appearance and commercials on WQAD & WHBF for Flock to the Rock. Ads in travel publications – North West Quarterly and Mature Focus. 	
New Business	<ul style="list-style-type: none"> • None. 	No action needed
Old Business	<ul style="list-style-type: none"> • Short Term Rentals – Ordinance passed in council for short term rentals for Hotel/Motel Tax. City is still working on how to receive tax for department. 	No action needed
Hotels	<ul style="list-style-type: none"> • Mike reported on his hotel. Slower than the past year, they are doing repairs for a frozen sprinkler line. They are still selling out but more of a last minute. 	No action needed
Committee Members	<ul style="list-style-type: none"> • Mayor Kleckler – Update of Country Inn and Suites. They have fixed their fire system but are still delinquent on Hotel/Motel Tax. 	No action needed
City Administrator	<ul style="list-style-type: none"> • 1st St/ Lower Dam walkway to the park is projected to be done by the end of May 2026. 	No action needed
Adjournment	<ul style="list-style-type: none"> • Chairwoman Vickey Byrd made a motion to adjourn, seconded by Tom Henry. • The meeting adjourned at 11:01 am. • Next meeting will be March 11, 2026. 	Meeting Adjourned

Committee Chairman