



City of Rock Falls Tourism Committee Meeting Minutes

Date: 03/11/2026

Time Meeting Started: 10:00 am

Time Meeting Ended: 10:56 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
Marissa Razo	P	Gabbi McKenna	P
Michael Myers	P	Director Lenox – Visit NW Illinois	A
Alderman Nathan Stahr	P	Mayor Kleckler	P

Call to order	<ul style="list-style-type: none"> Meeting called to order by Chairwoman Byrd at 10:00 am. 	
Audience Request	<ul style="list-style-type: none"> None 	
Approved Minutes	<ul style="list-style-type: none"> The committee reviewed the minutes from Feb 11, 2026, tourism committee meeting. Christina Wolfe moved to approve minutes as presented, second by Michael Myers, motion carried. 	Minutes Approved
Updates	<p>Visit NW Illinois – Director Melinda spoke on Director Lenox’s behalf</p> <ul style="list-style-type: none"> The 2026 Visitor Guide has been sent to printers and will be in hand in one to two weeks <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> Hometown Heroes Banner Program – Assistant Amber reported with the conclusion of the program on March 2, 2026. Fifty-nine total banners sold. Banners will be given to Legacy Prints by March 13, 2026. Bellson Music Fest – working on a drummer for Drum Clinic. Salute to America 250 – Abe Lincoln impersonator in the works with presentation. Tourism is asking for any historical vendors that fit in with the theme of America 250. Beers & Gears – Event held by Rock Falls High School Class Alumni. Bicycle pub crawl with Sterling and Rock Falls bars. Rock Falls Tourism is assisting with event on marketing and in return being a sponsor for this event. 	<p>No Actions Needed</p> <p>No Actions Needed</p>
Event Sponsorship Grant	<ul style="list-style-type: none"> Rock River Jazz Band, Inc. 4 concerts in 2026 – Rock River Jazz Band Inc. requesting \$1,000. Tom Henry made a motion to grant the \$1,000 to Rock River Jazz Band Inc., second by Christina Wolfe, Roll Call, 6 yeas, 0 nays, motion carried. Touch-A-Truck – Touch-A-Truck requesting \$1,000. Michael Myers made a motion to waive 2-day requirement for grant, seconded by Alderman Nathan Stahr. Touch-A-Truck requesting \$1,000. Michael Myers made a motion to grant the \$1,000 to Touch-A-Truck, second by Chairwoman Vickey Byrd, Roll Call, 6 yeas, 0 nays, motion carried. 	<p>Request of \$1,000 Approved</p> <p>Request to waive grant 2-day requirements Approved</p> <p>Request of \$1,000 Approved</p>
Façade Grants	<ul style="list-style-type: none"> Kapp’s Banquet Facility – Requesting \$5,000.00 for building exterior paint. After discussion to approve the grant for the work in the amount of \$5,000.00, a motion was made by Tom Henry to approve the \$5,000.00, second by Christina Wolfe. Roll call – all in favor 6 yeas, motion carried. Hill’s Electric Motor Service – Requesting \$5,000.00 for replacing storefront windows and tilework. After discussion to approve the grant for the work in the amount of \$5,000.00, a motion was made by Alderman Nathan Stahr to approve the 	<p>Request of \$5,000 Approved</p> <p>Request of \$5,000 Approved</p>

	\$5,000.00, second by Tom Henry. Roll call – all in favor 6 years, motion carried.	
Marketing	<ul style="list-style-type: none"> • Visit Rock Falls website had 4.6K views in the last 30 days. Top 3 sites: Crave Restaurant, Calendar of Events and El Eden Restaurant. • Visit Rock Falls Facebook page had 49 new followers in the last 30 days for a total of 10,638 followers. The top post was El Eden Grand Opening with 24,099 views. • Visit Rock Falls Instagram page had 1 new follower in the last 30 days for a total of 970 followers to date. • Visit Rock Falls TikTok has 4 new followers and a total of 1,032 followers. • Tourism Advertising – Radio interviews with Regional Media. Ads in travel publications – Northwest Quarterly, WES Marketing and Mature Focus. • I-88 Billboard – New design was presented. Pending on payment of delinquent Hotel/Motel Tax from Country Inn & Suites a motion was made to not put billboard with Country Inn & Suites logo on it until next meeting in April. Motion was made by Michael Myers, and second by Chairwoman Vickey Byrd, Roll call – all in favor 6 years, motion carried. 	<p>No Action needed</p> <p>Deferred to April 2026 Meeting</p>
New Business	<ul style="list-style-type: none"> • RB&W District Park Permit – Rock River Jazz Band concerts for May 30, June 13, July 11, and August 22. Christina Wolfe made a motion to approve use of the RB&W District for the Rock River Jazz Band concerts in 2026, second by Chairwoman Vickey Byrd, Roll call – all in favor 6 years, motion carried. • RB&W District Park Permit – Taste of Fiesta September 12, 2026. Alderman Nathan Stahr made a motion to approve use of the RB&W District for the Taste of Fiesta event, second by Tom Henry, Roll call – all in favor 6 years, motion carried. • Fiscal Year '26-'27 – Tourism Budget Review – Chairwoman Vickey Byrd made a motion to approve Fiscal Year '26-'27 – Tourism Budget, second by Tom Henry, Roll call – all in favor 6 years, motion carried. 	<p>RB&W District Event Permit approved for Rock River Jazz Band Summer concerts.</p> <p>RB&W District Event Permit approved for Taste of Fiesta.</p> <p>Fiscal Year 2027</p>
Old Business	<ul style="list-style-type: none"> • None. 	No action needed
Hotels	<ul style="list-style-type: none"> • Mike reported on Holiday Inn Express & Suites. Occupancy was up in February and projected to be up in March as well. Construction projects around town are giving the hotel more stays. Mike stated that the dual property in Dixon will be 2 IHG properties. 	No action needed
Committee Members	<ul style="list-style-type: none"> • Tom Henry – Coloma Township Park District is hosting the Annual Easter Egg Hunt on March 28, 2026. Noon registration different age groups will go at separate times. 	No action needed
City Administrator	<ul style="list-style-type: none"> • None. 	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 10:56 am. • Next meeting will be April 8, 2026. 	Meeting Adjourned

Committee Chairman