



## City of Rock Falls Tourism Committee Meeting Minutes

**Date: 4/09/2025**

**Time Meeting Started: 10:01 am**

**Time Meeting Ended: 10:35 am**

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

Call to order	<ul style="list-style-type: none"> <li>Meeting called to order by Chairman Tribley at 10:01 am.</li> </ul>	
Audience Request	<ul style="list-style-type: none"> <li>John Watts, Brick Boss, and Derrick Peltier from Touch A Truck thanked the Rock Falls Tourism committee for the \$500 sponsorship and also explained about the Touch A Truck of Rock Falls events planned for June 28, 2025.</li> </ul>	
Approved Minutes	<ul style="list-style-type: none"> <li>The committee reviewed the minutes from March 12, 2025, tourism committee meeting. Alderman Wangelin moved to approve minutes as presented, second by Christina Wolfe, motion carried.</li> </ul>	Minutes Approved
Updates	<ul style="list-style-type: none"> <li>Director Sam Smith from Rock Falls Chamber reported on upcoming events: 4/10/2025 – Speed networking, 18 registered at this time and will be held at Emerson’s Pub in Rock Falls. 6/21/2025 – Summer Splash Mother’s Day Shop Hop coming up in May. They have been doing a lot of ribbon cuttings.</li> </ul> <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> <li>Sponsorship Campaign ended on 3/31/2025. Sponsorship increased by \$1,800.00 from 2024. Thank you to all businesses that became Rock Falls Tourism Sponsors!</li> <li>Rock Falls Area Visitor Guide 2025/2026 - The guide is out for distribution. We have received very good comments on the look of the new guide.</li> <li>Kayak 2024 revenue came in at \$2,051 for 2024. Increased from 2023.</li> <li>Bellson Music Fest – All contracts have been signed for drum clinic and the 4 bands. Gregg Potter will do the drum clinic. The four bands consist of: Yorkville Big Band, Avey Grouws Band, Josh Duffee and the Blackhawk Broadcasters, and Rare Element.</li> <li>A new Tourism assistant has been hired and will start 4/22/2025.</li> </ul>	No Actions Needed  No Actions Needed
Event Grant	<ul style="list-style-type: none"> <li>Outdoor Adventure Fest – May 10, 2025 requesting \$500.00. A discussion was made, a motion was made to deny \$500 by Alderman Wangelin, second by Tom Henry. All in favor, motion carried.</li> <li>Rock Falls FOP Golf Outing – May 23, 2025 requesting \$300.00. Tom Henry made a motion to grant \$300.00 to Rock Falls FOB Golf Outing, second by Sam Smith, motion carried.</li> </ul>	Tourism Grant for \$500.00 denied  Request of \$300.00 approved

	<ul style="list-style-type: none"> <li>Taste of Fiesta – September 13, 2025 requesting \$2,000.00. Discussion was made that according to application, a one-day event is granted up to \$500.00. Alderman Wangelin made a motion to grant \$500.00 to Taste of Fiesta, second by Mike Myers, motion carried.</li> <li>Rock Falls First Responder 5K – October 2025 requesting \$500.00. Sam Smith made a motion to grant \$500.00 to Rock Falls First Responder 5K, second by Alderman Wangelin, motion carried.</li> </ul>	<p>Request of \$500.00 approved</p> <p>Request of \$500.00 approved</p>
Façade Grants	<ul style="list-style-type: none"> <li>None.</li> </ul>	
Marketing	<ul style="list-style-type: none"> <li>Director Jones has started working on advertising for Bellson Music with commercials and print advertisements.</li> <li>Visit Rock Falls website had 4.8K views in the last 30 days. Top 3 sites: Calendar of Events, Sundae Funday business, and Things to Do.</li> <li>Visit Rock Falls Facebook page had 46 new followers in the last 30 days for a total of 9,367 followers. The top post was about Open Trout Day at Centennial Park that reached 27,288.</li> <li>Visit Rock Falls Instagram page had 1 new follower in the last 30 days for a total of 920 followers to date.</li> </ul>	No Action needed
New Business	<ul style="list-style-type: none"> <li>RB&amp;W District Park Permit – Taste of Fiesta September 13, 2025. Chairman Tribley made a motion to approve use of the RB&amp;W District for the Taste of Fiesta event, second by Alderman Wangelin, motion carried.</li> </ul>	RB&W District Event Permit approved for Taste of Fiesta.
Old Business	<ul style="list-style-type: none"> <li>None</li> </ul>	
Hotels	<ul style="list-style-type: none"> <li>Mike Myers reported the Holiday Inn Express &amp; Suites first quarter is up 13% from 2024. Things are looking good for summer 2025 with many wedding blocks.</li> </ul>	No action needed
Committee Members	<ul style="list-style-type: none"> <li>Tom Henry from Coloma Township Park District reported Easter Egg hunt is this Saturday, April 12, 2025. The Park District will also be celebrating their 100<sup>th</sup> Anniversary.</li> </ul>	
City Administrator	<ul style="list-style-type: none"> <li>None</li> </ul>	
Adjournment	<ul style="list-style-type: none"> <li>Chairman Tribley made a motion to adjourn, seconded by Alderman Wangelin.</li> <li>The meeting adjourned at 10:35 am.</li> <li>Next meeting will be May 14, 2025</li> </ul>	Meeting Adjourned

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Committee Chairman