



City of Rock Falls Tourism Committee Meeting Minutes

Date: April 12, 2023

Time Meeting Started: 10:02 am

Time Meeting Ended: 10:58 am

Members		Also Attended	
Chairman Babel	P	Director Melinda Jones	P
Alderman Wangelin	P	Administrative Assistant Tracy Finch	P
Brian Tribbley	P	Administrator Robbin Blackert	P
Mike Myers	P	Diane Bausman	P
Bethany Bland	A		
Tom Henry	P		
Also Attended			

Topic	Discussion	Plan of Action
Call to order	Meeting called to order at 10:02 by Chairman Babel	
Audience request	None	
Approved minutes	Committee reviewed minutes from March 8th, 2023 Tourism Committee meeting. Chairman Babel moved to approve minutes as presented, second by Alderman Wangelin, motion carried.	Minutes Approved
Updates	- Diane Bausman reported on new Chocolate Trail rack cards and that she would be putting out Rock Falls Tourism visitor guides to travel oasis. - Tourism Director Jones reported- - New visitor guides for 2023-2024 are out. There were 31 advertisements sold which brought the total overall cost down to \$5,338.00. - Flock to the Rock had around 200 attendees and has already booked an ice carver for 2024 Flock to the Rock. - Had a table at the Rock Falls Chamber meet-up. Rock Falls Tourism handed out information on sponsorships and upcoming events. - The fiscal year Budget for 2024 is finalized. - Sponsorship 2023 will be ending on April 15th - Bands are booked for the Bellson Music Fest. Walfredo Reyes, Jr. will be doing the drum clinic. - Jammin' on the Rock, the musicians and food spots are filled. - Eats 'N' Beats needs business vendors, food spots are filled. Musicians are booked. - The Vietnam Traveling Memorial Wall has been having monthly meetings. The wall will be escorted to the RB&W District on Thursday, August 31st at 10 am. The opening ceremony will be Friday, September 1st at 6 pm. The closing ceremony will be Sunday, September 3rd at 4 pm. - Art in the Park has had 5 sculpture admissions and the band is booked. Robbin discussed a sculpture cement slab that will be added on 1st Ave – near the Love Light Tree parking lot. - Phil Mattox's sculpture is being made at MIT and was updated by Director Jones. It will be placed on the East side of 1st Ave in the RB&W District. - Rent.Fun Kayaks will arrive in Rock Falls in mid-June and all paperwork has been signed. Director Jones informed that the kayaks will be a 2-hour rental fee for the amount of \$30.00 and	No Action on any items

	an option to be discussed at a later date about full-day rental pricing. County Inn will add information about kayak rentals to their website. 13. Ride Illinois will be staying in Rock Falls on June 14th & 15th. Rock Falls Tourism is working on banners to welcome the group and promotional items for the hotels.	
Rock Falls Tourism Grant	• Sponsorship grant for Taste of Fiesta –Requested amount of \$2,000. A motion was made by Chairmen Babel to grant \$500 to the Taste of Fiesta, Second by Alderman Wangelin, motion carried. • Sponsorship grant for Taste of Fiesta Parade (Sauk Valley Chamber of Commerce) – A motion was made by Brian Tribley to grant \$500 to the Taste of Fiesta Parade, Second by Chairman Babel, motion carried. • Sponsorship grant for TCOC 1st Annual – Requested amount of \$1000. A motion was made by Brian Tribley to award \$300 to be paid directly to the Coloma Park District to cover the cost of renting the park for the 2 nights of the event, Second by Chairman Babel, motion carried.	Tourism Grant in the amount of \$500 approved Tourism Grant in the amount of \$500 approved Tourism Grant in the amount of \$300 approved paid to Coloma Park District
Marketing	• Northwest Quarterly – Director Jones placed an advertisement for the Vietnam Traveling Memorial Wall. • Director Jones updated the committee about the On Media streaming for the Bellson Music Fest and The Vietnam Traveling Memorial Wall. Chaz Slater has finished the commercials that will be streaming on media. • WQAD will do a commercial for the Bellson Music Fest and The Vietnam Traveling Memorial Wall. • Director Jones reported the Tourism Department is advertising all upcoming events on the radio. • Driftless Area Magazine has a partnership with Rock Falls Tourism. Rock Falls Tourism will begin advertising with them. • Advertise in the Chicago Life for the Bellson Music Fest, which goes out to 80,000 people in the Chicagoland area. • Visitrockfalls.com website was up by 111 visitors; content was up by 69%. Instagram is up as well.	
Façade Grant	• Rubin Tapia Brito's – Façade Grant Complete - Chairman Babel set a motion to approve the grant for the completed project in the amount of \$1,638.53. Roll call 5 Yeas and 0 Nays. • Mud and Moo Boutique – Application for Façade Grant in the amount of \$5000 Tom Henry set a motion to approve the grant for the completed project in the amount of \$2,000. Roll call 5 Yeas and 0 Nays. • Kapp's Banquet Facility – Application for Façade Grant in the amount of \$5000. Alderman Wangelin made a motion of denial to the grant for back fencing because it doesn't meet the guidelines of a Façade Grant. Roll call 5 Yeas and 0 Nays.	Façade Grant payment of \$1,638.53 approved Façade Grant Application in the amount of \$2,000 approved Facade Grant application in the amount of \$5000 denied
Hotels	• Mike Myers updated on the Holiday Inn Express & Suites. Projections are looking to exceed the previous years. The hotel is also planning on putting EV charging stations at the hotel.	

New business	- Moeller/Williams Wedding ceremony on Saturday, June 1, 2024 at the RB&W District - Chairman Babel set a motion to approve the wedding ceremony, Second by Mike Myers, Roll call 5 Yeas and 0 Nays. - Taste of Fiesta Saturday, September 9, 2023 – RB&W District Event Permit Chairman Babel set a motion to approve the grant, second by Alderman Wangelin, Roll call 5 Yeas and 0 Nays. - Digital Sign – Robbin Blackert updated the committee on the construction plans of the downtown entrance to Rock Falls on 1st Ave. The sign will be an option after the RB&W District restrooms are completed. New policies will need to be put in place on what goes on the sign and who has control.	Approved RB&W Event Permit for Moeller/Williams Wedding Approved RB&W Event Permit for Taste of Fiesta
Old business	Rock River Jazz Band has set their dates to play at the RB&W District. They have 3 dates set July 15, August 19, September 23 - 2023.	
Committee Meeting Items	- Tom Henry from the Coloma Park District has hired a new Recreational Supervisor. - Robbin Blackert announced that the Rock Falls Tourism Department did not receive the Grant for the Bellson Music.	
Adjournment	- Chairman Babel made a motion to adjourn, second by Alderman Wangelin. - Meeting adjourned at 10:58 am.	



 Committee Chairman