



City of Rock Falls Tourism Committee Meeting Minutes

Date: 05/8/2024

Time Meeting Started: 10:00 am

Time Meeting Ended: 10:55 am

Members		Also Attended	
Chairman Tribley	P	Director Jones	P
Alderman Wangelin	P	Administrative Assistant Finch	P
Tom Henry	A	City Administrator Blackert	P
Betsy Bunning	P	Director Lenox	P
Christina Wolfe	P		
Sam Smith	P		
Michael Myers	P		
Vickey Byrd	P		
Also Attended			
Mayor Kleckler	P		

Topic	Discussion	Plan of Action
Call to order	<ul style="list-style-type: none"> Meeting called to order by Chairman Tribley at 10:00 am. 	
Audience Request	<ul style="list-style-type: none"> None 	
Approved Minutes	<ul style="list-style-type: none"> The committee reviewed minutes from the April 14, 2024 Tourism Committee Meeting. Alderman Wangelin moved to approve minutes as presented, second by Christina Wolfe, motion carried. 	Minutes Approved
Updates	<ul style="list-style-type: none"> Director Lenox of Visit NW Illinois reported on their new data tool for visitor traffic in Rock Falls. It reported that over 13,000 visitors have come through Rock Falls, 30% of those visitors have stayed overnight, and March was the busiest month so far this year. Director Sam Smith from Rock Falls Chamber reported: Garage Sale Days are May 17th through the 19th. On May 21st IDES will be having a work share program. Summer Splash is on the up and up for June; everyone is welcome. <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> Sauk Valley Talent Show update – 1st one is May 30th. Sign up deadline is May 20th. Bellson Music Fest – All the bands are lined up Sick the Mag – Monday, June 10th the DJ and Band are hired. 2 food trucks will be available downtown. The banner is being worked on. 	No actions on any items
Rock Falls Tourism Grants	<ul style="list-style-type: none"> Event Sponsorship – Police FOP Lodge Golf Outing – May 24, 2024 – Requested \$300. A discussion was made, a motion was made to approve \$300 by Alderman Wangelin, second by Sam Smith. All in favor, motion carried. Event Sponsorship – Summer Splash – June 21-22, 2024 – Requested \$1000. A discussion was made, a motion was made to approve \$1000 by Chairman Tribley, second by Alderman Wangelin. All in favor, motion carried. Event Sponsorship – Hometown Holidays – November 21-23, 2024 – Requested \$500. A discussion was made, a motion was made to approve \$500 by Chairman Tribley, second by Christina Wolfe. All in favor, motion carried. 	<p>Tourism Grant for \$300.00 Approved</p> <p>Tourism Grant for \$1000.00 Approved</p> <p>Tourism Grant for \$500.00 Approved</p>
Façade Grants	<ul style="list-style-type: none"> No Façade Grants 	No Action Needed

New Business	<ul style="list-style-type: none"> ● RB&W Park Permit – Rock Falls Chamber – Summer Splash June 21-22, 2024. Motion made by Chairman Tribley to allow use of the RB&W Park, seconded by Christina Wolfe. All in favor, motion carried. ● RB&W Park Permit – Haunted Haven – Zombie Walk August 3, 2024. Motion made by Alderman Wangelin to allow use of the RB&W Park, seconded by Mike Myers. All in favor, motion carried. 	<p>Motion passed for RF Chamber use of the RB&W</p> <p>Motion passed for Haunted Haven's use of the RB&W</p>
Old Business	<ul style="list-style-type: none"> ● Discussion on Zoning Ordinance Regarding Short-Term Rentals – Mark Searing will be at the next meeting to discuss collecting motel hotel tax and setting regulations. 	No action needed
Marketing	<ul style="list-style-type: none"> ● Billboard is up on Highway 88 for Bellson Music Fest. 2 more billboards will go up for Bellson Music Fest in the Sauk Valley Area. ● Chaz Slater has made a video and WQAD made a video for the Bellson Music Fest – The Committee reviewed them. ● Director Jones was on the WIXN radio reporting on the Bellson Music Fest and the Sauk Valley Talent Show. 	No action needed
Hotels	<ul style="list-style-type: none"> ● Hotels - Michael Myers, General Manager of Holiday Inn Express & Suites, reported April was up from the previous month. There is a rise in construction & electric companies staying at the hotel. 	No action needed
Committee Member Items	<ul style="list-style-type: none"> ● City Administrator Blackert reported the bathrooms at the RB&W District will be completed in July and the Street Department will be doing the cleaning. ● City Administrator Blackert reported the welcome sign was approved by the City Council and will get ordered. ● Director Jones reported the monument and plaque are purchased and will be installed before Memorial Day weekend for a ceremony on May 27th in remembrance of the Vietnam Traveling Memorial Wall. ● Cement is being placed under the sidewalk at the RB&W District at the riverfront sidewalk for better support. 	No action needed
Adjournment	<ul style="list-style-type: none"> ● Betsy Bunning made a motion to adjourn, seconded by Alderman Wangelin. ● The meeting adjourned at 10:51 am. 	Meeting Adjourned

Committee Chairman