



City of Rock Falls Tourism Committee Meeting Minutes

Date: 05/13/2026

Time Meeting Started: 10:02 am

Time Meeting Ended: 10:19 am

Members		Also Attended	
Chairwoman Vickey Byrd	P	Director Jones	P
Tom Henry	P	Assistant Amber Martinez	P
Christina Wolfe	P	City Administrator Blackert	A
Marissa Razo	A	Gabbi McKenna	P
Michael Myers	A	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 10:02 am. 	
Audience Request	<ul style="list-style-type: none"> None 	
Approved Minutes	<ul style="list-style-type: none"> The committee reviewed the minutes from April 8, 2026, tourism committee meeting. Christina Wolfe moved to approve minutes as presented, second by Chairwoman Vikey Byrd, motion carried. 	Minutes Approved
Updates	Director Jones reported on Tourism updates: <ul style="list-style-type: none"> Hometown Heroes Banner Program –Banners are currently being put up by Rock Falls Electric Department on 1st Ave starting at 10th St to the bridge and 2nd St. by Memorial Day. Bellson Music Fest – T-shirts have been picked up and are ready to sell. Memorial Day – May 25, 2026 – Rock Falls American Legion Post 902 will be performing TAPS at Veterans Park, 3PM, for America 250. Salute to America 250 – Saturday June 13, 2026 General Lee and Grant have been contracted to come and do a speech with meet & greet. Rock Falls American Legion Post 902 will be selling food from 11AM – 3PM and Flipside Coffee & Espresso Bar will sell coffees and teas from 11AM – 3PM. Ice cream social on Sunday June 14, 2026 is up to four churches. Sauk Valley Favorites – Taco Throwdown was nominated for best event landing the event into the top three. Director Melinda and Assistant Amber went to the ceremony at SVCC on May 12, 2026. 	No Actions Needed No Actions Needed
Event Sponsorship Grant	<ul style="list-style-type: none"> 73rd Annual Fiesta Parade– September 19, 2026 requesting \$500.00. A discussion was made, a motion was made to \$500 by Tom Henry, second by Alderman Nathan Stahr. All in favor, via roll call. 4 years. Motion carried 	Request of \$500 approved
Façade Grants	<ul style="list-style-type: none"> Hills Electric Motor Service Inc. – Completion of façade work in the amount of \$5,000.00. After discussion to approve the grant for the completed work in the amount of \$5,000, a motion was made by Christina Wolfe to approve the \$5,000, seconded by Chairwoman Vickey Byrd. Roll call – all in favor 4 years, motion carried. 	Request of \$5,000 approved
Marketing	<ul style="list-style-type: none"> Visit Rock Falls website had 3K visitors. Top 3 sites: Calendar of Events, Bellson Music Festival, and St. Andrew’s Carnival. Visit Rock Falls Facebook page had 129 new followers in the last 30 days for a total of 10,855 followers. The top post was 9th Hole Mini Golf with 57,318 views. Visit Rock Falls Instagram page had lost 10 followers in the last 30 days for a total of 965 followers to date. 	No Action needed

	<ul style="list-style-type: none"> • Visit Rock Falls TikTok has 7 new followers and a total of 1,045 followers. • Tourism Advertising –Radio interviews with Regional Media. Ads in travel publications – Northwest Quarterly, WESS Marketing NW Quarterly, Mature Focus, River City Readers, and Rockford Register Star. Podcast with Radar Free Press. Tv commercials for Bellson: WHBF, WIFR, WQAD, On Media and Fox 18. Radio commercials: WSDR-Kewanee, River Country, Rover Community Radio. 	No Actions Needed
New Business	<ul style="list-style-type: none"> • RB&W District Park Permit – Wedding Ceremony - June 2, 2026. Tom Henry made a motion to approve use of the RB&W District for a wedding ceremony, second by Christina Wolfe, 4 yeas, motion carried • RB&W District Park Permit –Picnic in the Park - May 22, 2027. Chairwoman Vickey Byrd made a motion to approve use of the RB&W District for Picnic in the Park event, second by Alderman Nathan Stahr, 4 yeas, motion carried 	No Actions Needed
Old Business	<ul style="list-style-type: none"> • None. 	No Actions Needed
Hotels	<ul style="list-style-type: none"> • Amber spoke on Mikes behalf to announce the 10 year anniversary of the Holiday Inn Express & Suites – Rock Falls. He is inviting committee members and city officials. Each member received a flyer. 	No Actions Needed
Committee Members	<ul style="list-style-type: none"> • None. 	No Actions Needed
City Administrator	<ul style="list-style-type: none"> • None. 	No Actions Needed
Adjournment	<ul style="list-style-type: none"> • Chairwoman Vickey Byrd made a motion to adjourn, seconded by Mike Myers. • The meeting adjourned at 10:45 am. • Next meeting will be April 8, 2026. 	Meeting Adjourned

Committee Chairman