



City of Rock Falls Tourism Committee Meeting Minutes

Date: 5/14/2025

Time Meeting Started: 10:01 am

Time Meeting Ended: 10:40 am

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

Call to order	<ul style="list-style-type: none"> Meeting called to order by Chairman Tribley at 10:01 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 9, 2025, tourism committee meeting. Chairman Tribley moved to approve minutes as presented, second by Christina Wolfe, motion carried. 	Minutes Approved
Updates	<p>Matthew Lenox From Visit NW Illinois reported they will be redoing their website and working on a local tourism start up fund starting for the fiscal year of 2026.</p> <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> Bellson Music Fest – Gregg Potter will be doing the Drum clinic at McCormick Event Center. Starting at 1pm performances from Yorkville Big Band, Avey Grouws Band, Josh Duffee and the Blackhawk Broadcasters and Rare Element. Sick the Mag - expecting cars to arrive around 3pm and park in the lot across from RB&W District. Live performance by The Solution Band at RB&W District, Kayaks – will open when Rent Fun hires a new Maintenance personnel Bikes – Maintenance was done at Mead’s Bike Shop and new stickers have been placed on bikes. Working on memberships/sponsorships Wadzzo – zero cost app to showcase historical places in all of Rock Falls and any current events happening in town. Rock River Jazz Band sent a thank you for their event grant sponsorship we gave. May 15th we have been invited to attend the ‘Sauk Valley Favorites’ Award dinner. 	<p>No Actions Needed</p> <p>No Actions Needed</p>
Event Grant	<ul style="list-style-type: none"> Summer Splash – June 21, 2025 requesting \$500.00. A discussion was made, a motion was made to approve \$500 by Chairman Tribley, second by Alderwoman Byrd. All in favor, via roll call. 5 yeas, 1 recuse. Motion carried Sterling/Rock Falls Jaycees Independence Day Celebration – July 3, 2025 requesting \$500.00. Tom Henry made a motion to grant \$500.00 to Sterling/Rock Falls Jaycees, second by Christina Wolfe. All in favor, via roll call. 6 yeas. Motion carried 	<p>Request of \$500.00 approved</p> <p>Request of \$500.00 approved</p>

Façade Grants	<ul style="list-style-type: none"> • Touch of Thai requested an extension to their façade grant to go until August 1, 2025. Tom Henry made a motion to approve extension, second by Alderwoman Byrd. Motion carried. 	Extension granted
Marketing	<ul style="list-style-type: none"> • Director Jones advertised the Visitor Guide on KWQC-Quad Cities Live. Generated 130 views on Visit Rock Falls website in the last 30 days. 7 VG requests. • Visit Rock Falls website had 3.6K views in the last 30 days. Top 3 sites: Calendar of Events, St. Andrews Carnival, and Things to Do. • Visit Rock Falls Facebook page had 93 new followers in the last 30 days for a total of 9,460 followers. The top post was about George Fest that reached 21,713. • Visit Rock Falls Instagram page had 8 new followers in the last 30 days for a total of 925 followers to date. • Visit Rock Falls TikTok has a total of 698 followers • Bellson Advertising – Commercial with WIFR. Podcast with the Radar Free Press on May 13, 2025. Radio interview with WLLT on May 14, 2025. Radio commercial on Regional Media stations and Shaw Local Media. WQAD interview May 29, 2025. KWQC Quad Cities Live and WHBF on June 2, 2025. Bellson Ad in Northwest Quarterly including Lakeside Living and Smart Living. 	No Action needed
New Business	<ul style="list-style-type: none"> • RB&W District Park Permit – Rock Falls Chamber Summer Splash June 21, 2025. Alderwoman Byrd made a motion to approve use of the RB&W District for the Rock Falls Chamber Summer Splash event, second by Christina Wolfe, motion carried. 	RB&W District Event Permit approved for Rock Falls Chamber Summer Splash
Old Business	<ul style="list-style-type: none"> • None 	
Hotels	<ul style="list-style-type: none"> • None 	No action needed
Committee Members	<ul style="list-style-type: none"> • Tom Henry from Coloma Township Park District reported Paint the Park is Saturday, May 31, 2025. 	No action needed
City Administrator	<ul style="list-style-type: none"> • Restrooms at RB&W District are complete and open for events only at this time. 	No action needed
Adjournment	<ul style="list-style-type: none"> • Chairman Tribley made a motion to adjourn, seconded by Tom Henry. • The meeting adjourned at 10:40 am. • Next meeting will be June 11, 2025 	Meeting Adjourned

Committee Chairman