



City of Rock Falls Tourism Committee Meeting Minutes

Date: 06/10/2026

Time Meeting Started: 10:00 am

Time Meeting Ended: 10:33 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	P	Gabbi McKenna	P
Michael Myers	A	Director Lenox – Visit NW Illinois	A
Alderman Nathan Stahr	P	Mayor Kleckler	P

Call to order	Meeting called to order by Chairwoman Byrd at 10:00 am.	
Audience Request	None	
Approved Minutes	The committee reviewed the minutes from May 13, 2026, tourism committee meeting. Christina Wolfe moved to approve minutes as presented, second by Tom Henry, motion carried.	Minutes Approved
Updates	Rock Falls Chamber – Marissa Razo Interim Director - The Rock Falls Chamber is in the process of finding a new Executive Director. Loves Travel Stop has become a member of the Rock Falls Chamber and will be hosting a hiring event/job fair at the community building on June 22nd & June 29th. Projected 70 jobs will be available. Director Jones reported on Tourism updates: - Hometown Heroes Banner Program – There were 3 more banners purchased to fill empty spots. Louie Bellson has a banner purchased by Francine Bellson. One Banner is being moved from the current position on 2nd street to 1st Ave. due to a tree obstructing the view. - Bellson Music Fest – Event was moved to Centennial Auditorium for the inclement weather. Drum clinic and all four bands were a success. Event went well overall. - Salute to America 250 – Saturday June 13, 2026 General Lee and Grant as well as President Lincoln will do a speech with meet & greet. Taylors Battery IL 1st Light Artillery Co B will be shooting off their cannon very hour starting at 11AM. Reading of the Declaration of Independence will be at 1pm comprised of Rock Falls Students. 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 with seven churches/organizations. Rock Falls American Legion Post 902 will do a posting of colors around 1:30pm. Alleigh Haines will sing the National Anthem and a concert by the 144th Military Concert Band at 2pm. - Sick The Magazine Mini Block Party – June 15, 2026 – DJ Cabralio has been scheduled, parking lot closures have been approved for the new Micro lot, 1st Street Municipal lot, and the lower dam. Cars will begin arriving at 11AM with projected busy time being after 2pm. - Eats ‘N’ Beats @ the District – Independence Day Celebration – July 2, 2026 – Food trucks have been booked since end of April with a total of 15-20. There will be a local professional	No Actions Needed No Actions Needed

	fire performer. The Solution and Got Your Six are the selected bands. Bikes & Kayaks – Bikes have been moved to the upper part of RB&W behind the bathrooms. We have had about 20 total rentals with bikes and Kayaks since Memorial Day.	
Event Sponsorship Grant	Rock Falls River Chase–August 15-16, 2026 requesting \$1,000.00. A discussion was made, a motion was made to \$1,000 by Tom Henry, second by Alderman Nathan Stahr. All in favor, via roll call. 5 years. Motion carried	Request of \$1,000 approved
Façade Grants	Kapps Banquet Hall – Completion of façade work requesting the amount of \$5,000.00. After a discussion was made, a motion was made by Tom Henry to approve \$3,500 out of the original request of \$5,000, seconded by Chairwoman Vickey Byrd. Roll call – all in favor 5 years, motion carried.	Request of \$5,000 changed to \$3,500 approved
Marketing	- Visit Rock Falls website had 5.9K visitors. Top 3 sites: Calendar of Events, Bellson Music Festival, and St. Andrew’s Carnival. - Visit Rock Falls Facebook page had 377 new followers in the last 30 days for a total of 11,232 followers. The top post was Crystal Lake with 179,055 views. - Visit Rock Falls Instagram page had 5 new followers in the last 30 days for a total of 970 followers to date. - Visit Rock Falls TikTok has 3 new followers and a total of 1,048 followers. - Tourism Advertising –Radio interviews with Regional Media, WIXN and River Country. Ads in travel publications – WESS Marketin, Mature Focus, Shaw Media publications of Neighborhood Tourism, Small Town Living, and Sterling/Rock Falls Welcome Guides. TV interviews and commercials: WHBF, WIFR, WQAD and KWQC.	No Action needed No Actions Needed
New Business	Art in the Park 2026 Sculpture Submissions – Tallies are due June 22nd from all committee members – there are 65 total sculpture submissions with 23 different artists.	No Actions Needed
Old Business	None.	No Actions Needed
Hotels	None.	No Actions Needed
Committee Members	None.	No Actions Needed
City Administrator	None.	No Actions Needed
Adjournment	- Chairwoman Vickey Byrd made a motion to adjourn, seconded by Nathan Stahr. - The meeting adjourned at 10:33 am. - Next meeting will be July 8, 2026.	Meeting Adjourned

Committee Chairman