



City of Rock Falls Tourism Committee Meeting Minutes

Date: 6/11/2025

Time Meeting Started: 10:01 am

Time Meeting Ended: 10:27 am

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

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 the minutes from May 14, 2025, tourism committee meeting. Alderwoman Vickey Byrd moved to approve minutes as presented, second by Chairman Tribley, motion carried. 	Minutes Approved
Updates	<p>Matthew Lenox From Visit NW Illinois reported they will be hosting their Annual dinner in September at McCormick Event Center. Budget will be approved for a Tourism grant of \$7,500 in total. \$5,000 will go toward operations and \$2,500 will go towards advertising the event.</p> <p>Director Kersey reported on Chamber updates:</p> <ul style="list-style-type: none"> Announced Summer Splash will be Saturday, June 21st at RB&W District. They have multiple competitions for all ages. <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> Bellson Music Fest, June 7th – 50 in attendance for Gregg Potter’s Drum clinic at McCormick Event Center. At 1pm Yorkville Big Band for 90 minutes, Avey Grouws Band for 1 hour, Josh Duffee and the Blackhawk Broadcasters were able to play half of their 1 hour set before the rain and Rare Element got cancelled. Sick the Mag – June 19th 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. Sign up for volunteers is open. Needing about 40 volunteers Kayaks – Open for the public. Sponsors may no longer be able to get free kayaks due to Rent.Fun changing their policy. This will be looked into further by Director Jones. Bikes – Memberships for all sponsors have been done and all bikes are at RB&W District. Taste of Fiesta sent a thank you for their event grant sponsorship they received from Tourism. July 3rd Independence Day Celebration – Food trucks, vendors, BAJA band performing at 5pm, Evergreen band sponsored by Boss Roofing performing at 7:30pm. Sterling/Rock Falls Jaycee’s fireworks at Lawrence park at dusk. 	No Actions Needed No Actions Needed
Event Grant	<ul style="list-style-type: none"> Rock Falls River Chase – July 11-13, 2025 requesting \$1,000.00. A discussion was made, a motion was made to approve \$1,000 by Alderman Wangelin, second by 	Request of \$1,000.00 approved

	Alderswoman Byrd. All in favor, via roll call. 9 yeas. Motion carried	
Facade Grants	<ul style="list-style-type: none"> • None 	No Action needed
Marketing	<ul style="list-style-type: none"> • Visit Rock Falls website had 12.4K views in the last 30 days. Top 3 sites: Bellson Music Fest 1.4K views, Calendar of Events 934 views, St. Andrews Carnival 527 views. • Visit Rock Falls Facebook page had 145 new followers in the last 30 days for a total of 9,578 followers. The top post was about the Oscar Mayer Weiner Mobile at Holiday Inn Express & Suites that reached 60,826. • Visit Rock Falls Instagram page had 16 new followers in the last 30 days for a total of 934 followers to date. • Visit Rock Falls TikTok has 27 new followers and a total of 725 followers • Tourism Advertising –Podcast with the Radar Free Press. Publications in NW Quarterly and Shaw Media. Commercials with WIFR, WQAD and OnMedia. Talk shows on WQAD, KWQC and WHBF. Radio commercial with regional media stations and Shaw Media local radio stations. Radio interviews WSDR, WIXN, WLLT and WQUD. 	No Action needed
New Business	<ul style="list-style-type: none"> • Rock Falls Youth Football and Cheer (RFYF) – Sponsorship request denied. • Art in the Park Sculpture Walk – 50 sculptures were submitted and the board will vote on 9 sculptures and 8 to be placed at the park. Votes need to be turned in to the Tourism Department by June 16th. 	Committee denied sponsorship request.
Old Business	<ul style="list-style-type: none"> • None 	
Hotels	<ul style="list-style-type: none"> • Days Inn – Will be changing over to Best Western • Holiday Inn Express – Mike thanked tourism for promoting the Weiner Mobile at the hotel. May and June revenue are on PAR and ahead for the year. 	No action needed
Committee Members	<ul style="list-style-type: none"> • None 	No action needed
City Administrator	<ul style="list-style-type: none"> • None 	No action needed
Adjournment	<ul style="list-style-type: none"> • Chairman Tribbley made a motion to adjourn, seconded by Christina Wolfe. • The meeting adjourned at 10:27 am. • Next meeting will be July 9, 2025 	Meeting Adjourned

Committee Chairman