



## City of Rock Falls Tourism Committee Meeting Minutes

**Date: 07/08/2026**

**Time Meeting Started: 10:00 am**

**Time Meeting Ended: 10:38 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          | P | Director Lenox – Visit NW Illinois | A |
| Alderman Nathan Stahr  | P | Mayor Kleckler                     | A |

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| Call to order           | <ul style="list-style-type: none"> <li>Meeting called to order by Chairwoman Byrd at 10:00 am.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                   |
| Audience Request        | <ul style="list-style-type: none"> <li>None</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                   |
| Approved Minutes        | <ul style="list-style-type: none"> <li>The committee reviewed the minutes from June 10, 2026, tourism committee meeting. Michael Myers moved to approve minutes as presented, second by Christina Wolfe, motion carried.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Minutes Approved                                  |
| Updates                 | <p>Rock Falls Chamber – Marissa Razo Interim Director</p> <ul style="list-style-type: none"> <li>The Rock Falls Chamber has selected their new Executive Director – Camryn Johnson.</li> <li>Ribbon Cuttings – August 5, 2026 Sauk Valley Speech Therapy and August 6, 2026 Love’s Travel Stop.</li> </ul> <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> <li>Salute to America 250 – Attendance was low on the first day. The 144<sup>th</sup> Military band had a better attendance on Sunday.</li> <li>Sick The Magazine Mini Block Party – June 15, 2026 – Good turnout overall. Amber took the event over due to Melinda being out of commission and Gabbi McKenna helped out all day with this event. Sick the Mag has stated that next year it will be a full Block Party in Rock Falls.</li> <li>Eats ‘N’ Beats @ the District – Independence Day Celebration – July 2, 2026 – great attended event. Heard great things from the community about fireworks, bands and other entertainers.</li> <li>Eats ‘N’ Beats @ the District – Rock Night – July 18, 2026 – Drew Cagle and The Reputation perform at 5:30pm and ALBORN performing at 8:30pm. Road is not being closed for event. There will be a few food trucks for attendees.</li> </ul> | <p>No Actions Needed</p> <p>No Actions Needed</p> |
| Event Sponsorship Grant | <ul style="list-style-type: none"> <li>Rock Falls First Responders 5K – October 31, 2026 requesting \$500.00. Chairwoman Vickey Byrd made a motion to approve the request \$500, second by Alderman Nathan Stahr. All in favor, via roll call. 6 yeas. Motion carried.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Request of \$500 approved                         |
| Façade Grants           | <ul style="list-style-type: none"> <li>None.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | No Action Needed                                  |
| Marketing               | <ul style="list-style-type: none"> <li>Visit Rock Falls website had 5.4K visitors. Top 3 sites: Calendar of Events, Fireworks, and Crystal Lake.</li> <li>Visit Rock Falls Facebook page had 136 new followers in the last 30 days for a total of 11,368 followers. The top post was announcing the return of Sick the Mag with 43,767 views.</li> <li>Visit Rock Falls Instagram page had 7 new followers in the last 30 days for a total of 977 followers to date.</li> <li>Visit Rock Falls TikTok has 13 new followers and a total of 1,061 followers.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | No Action needed                                  |

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|                    | <ul style="list-style-type: none"> <li>Tourism Advertising –Radio interviews with Regional Media, WIXN and River Country. Ads in travel publications – WESS Marketing, Mature Focus, North West Quarterly and Lakeside Living.</li> </ul>                                                                                                | No Actions Needed |
| New Business       | <ul style="list-style-type: none"> <li></li> </ul>                                                                                                                                                                                                                                                                                       | No Actions Needed |
| Old Business       | <ul style="list-style-type: none"> <li>Art in the Park 2026 Sculpture Walk – Seven new sculptures have been chosen with one sculpture renewed for one more year.</li> </ul>                                                                                                                                                              | No Actions Needed |
| Hotels             | <ul style="list-style-type: none"> <li>Mike stated that the hotel has seen a decrease in Weddings for summer 2026 but an increase in extended stays due to local construction projects. This has been his busiest summer in 10 years of operation. He also reported there has been no loss of profit due to new Dixon hotels.</li> </ul> | No Actions Needed |
| Committee Members  | <ul style="list-style-type: none"> <li>None.</li> </ul>                                                                                                                                                                                                                                                                                  | No Actions Needed |
| City Administrator | <ul style="list-style-type: none"> <li>None.</li> </ul>                                                                                                                                                                                                                                                                                  | No Actions Needed |
| Adjournment        | <ul style="list-style-type: none"> <li>Chairwoman Vickey Byrd made a motion to adjourn, seconded by Tom Henry.</li> <li>The meeting adjourned at 10:38 am.</li> <li>Next meeting will be August 12, 2026.</li> </ul>                                                                                                                     | Meeting Adjourned |

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Committee Chairman