



## City of Rock Falls Tourism Committee Meeting Minutes

Date: 07/09/2025

Time Meeting Started: 9:59 am

Time Meeting Ended: 10:52 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	A	Director Lenox – Visit NW Illinois	A
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"> <li>Meeting called to order by Chairman Tribley at 9:59 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 11, 2025, tourism committee meeting. Sam Kersey moved to approve minutes as presented, second by Alderman William Wangelin, motion carried.</li> </ul>	Minutes Approved
Updates	<p>Director Kersey reported on Chamber updates:</p> <ul style="list-style-type: none"> <li>Summer Splash Saturday, June 21<sup>st</sup> at RB&amp;W District was cut short early due to extreme heat.</li> <li>Business After Hours July 17<sup>th</sup> at Sauk Valley Community College. All chambers in the Sauk Valley Area will attend.</li> </ul> <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> <li>Sick the Mag – June 19<sup>th</sup> was a success with over 1,000 + people in attendance. Live performance by The Solution Band at RB&amp;W District had a large attendance. Cars arrived all through the evening into the next day.</li> <li>July 3<sup>rd</sup> Independence Day Celebration – Had a phenomenal turn out from the community with over 3,000 people in attendance.</li> <li>July 12<sup>th</sup> Eats ‘N’ Beats with Big Hair Mafia – Event starts at 4pm at RB&amp;W District. Keeping a close eye on the weather. Big Hair Mafia Band from the Quad Cities will perform from 7pm to 10pm.</li> </ul>	No Actions Needed
Event Grant	<ul style="list-style-type: none"> <li>Sauk Valley Are Chamber of Commerce – 72<sup>nd</sup> Annual Fiesta Day Parade and Celebration requesting \$500.00. A discussion was made, a motion was made to approve \$250 by Christina Wolfe, second by Alderwoman Vickey Byrd. All in favor, via roll call. 8 yeas. Motion carried.</li> <li>George Fest – July 26, 2025 requesting \$500.00. A discussion was made, a motion was made to approve \$500.00 by Alderwoman Vickey Byrd, second by Tom Henry. All in favor, via roll call. 8 yeas. Motion carried.</li> </ul>	Request of \$500.00 denied, \$250.00 approved  Request of \$500.00 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 13K views in the last 30 days. Top 3 sites: Calendar of Events, Crystal Lake, and Independence Day Celebration.</li> <li>Visit Rock Falls Facebook page had 168 new followers in the last 30 days for a total of 9,746 followers. The top post was a picture Melinda being at Byron Dragway selling Sick the Mag T-shirts that reached 35,995 views.</li> </ul>	No Action needed

	<ul style="list-style-type: none"> <li>• Visit Rock Falls Instagram page had 4 new followers in the last 30 days for a total of 938 followers to date.</li> <li>• Visit Rock Falls TikTok has 79 new followers and a total of 804 followers</li> <li>• Tourism Advertising –Publications in NW Quarterly and ½ page with both July events in Sauk Valley Media’s Saturday 6/28/2025 paper. Radio commercials with Regional Media stations and Shaw Media local radio stations, Slick Willy Radio, WLLT and 97X.</li> </ul>	
New Business	<ul style="list-style-type: none"> <li>• None</li> </ul>	No action needed
Old Business	<ul style="list-style-type: none"> <li>• None</li> </ul>	
Hotels	<ul style="list-style-type: none"> <li>• Holiday Inn Express – Mike stated they had a 3.1% increase in the last 6 months. Thanked city for closing the road during events stated he hasn’t had any issues with patrons parking at his hotel.</li> </ul>	No action needed
Committee Members	<ul style="list-style-type: none"> <li>• Mayor Kleckler – proposed an evaluation for a semi-permanent structure for shade at RB&amp;W District.</li> </ul>	No action needed
City Administrator	<ul style="list-style-type: none"> <li>• None</li> </ul>	No action needed
Adjournment	<ul style="list-style-type: none"> <li>• Chairman Tribley made a motion to adjourn, seconded by Mike Myers.</li> <li>• The meeting adjourned at 10:52 am.</li> <li>• Next meeting will be August 13, 2025</li> </ul>	Meeting Adjourned

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Committee Chairman