



## City of Rock Falls Tourism Committee Meeting Minutes

**Date: 7/12/2023**

**Time Meeting Started: 10:02 am**

**Time Meeting Ended: 10:32 am**

| Members           |   | Also Attended                  |   |
|-------------------|---|--------------------------------|---|
| Chairman Tribley  | P | Director Jones                 | P |
| Alderman Wangelin | P | Administrative Assistant Finch | P |
| Tom Henry         | P | City Administrative Blackert   | P |
| Betsy Bunning     | P | Diane Bausman                  | A |
| Christina Wolfe   | P |                                |   |
| Sam Smith         | A |                                |   |
| Michael Myers     | P |                                |   |
| Also Attended     |   |                                |   |
| Chief Pilgrim     |   |                                |   |

| Topic                     | Discussion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Plan of Action                         |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| Call to order             | <ul style="list-style-type: none"> <li>Meeting called to order by Chairman Tribley at 10:02 am.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                        |
| Audience Request          | <ul style="list-style-type: none"> <li>Chief Pilgrim – discussed private security at the growing events at the RB&amp;W District. Would like to be informed of upcoming events so arrangements can be made for police presence.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                        |
| Approved Minutes          | <ul style="list-style-type: none"> <li>Committee reviewed minutes from the June 14<sup>th</sup>, 2023, Tourism Committee Meeting. Alderman Wanglelin moved to approve minutes as presented, second by Christina Wolfe, motion carried.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Minutes Approved                       |
| Approved Minutes          | <ul style="list-style-type: none"> <li>Committee reviewed minutes from the March 14<sup>th</sup>, 2023 Eagle Trail Committee Meeting.</li> <li>A motion was made by Chairman Tribley to disband the Eagle Trail Committee, second by Tom Henry.</li> <li>Director Jones will bring Birding related items to the Tourism Meetings.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Minutes Approved<br><br>Motion Granted |
| Updates                   | <ul style="list-style-type: none"> <li>Diane Bausman was absent but sent updates via email to committee members.</li> <li>No updates from Sam Smith</li> <li>Director Jones reported – Eat's 'N' Beats @ the District was June 30<sup>th</sup> – The Sterling Rock Falls Jaycee's fireworks, had large attendance, Problem Child band performed. Food truck and vendors were very happy with the event. Frankmoblie was there</li> <li>Jammin' on the Rock – was July 6<sup>th</sup> had 4 performers with a good turnout.</li> <li>Vietnam Traveling Memorial Wall – On Monday, July 10<sup>th</sup> Administrator Blackert visited the Rock Falls American Legion and Director Jones visited the Rock Falls VFW to discuss updates and answer questions about the Vietnam Traveling Memorial Wall. Sunday, Director Jones will visit the Rochelle VFW. Volunteers will be needed and the sign up is on the VisitRockFalls.com website.</li> <li>Art in the Park – Passed round the winning sculptures photos.</li> <li>Kayak Rentals – 28 kayak rentals since it came June 10<sup>th</sup>.</li> </ul> | No Actions on any items                |
| Rock Falls Tourism Grants | <ul style="list-style-type: none"> <li>No Grants were submitted at this time.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | No Grants were given                   |
| Marketing                 | <ul style="list-style-type: none"> <li>Tourism is focusing on the Vietnam Traveling Memorial Wall – Melinda and Melanie will be on Paula Sands Live.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                        |

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|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| Façade Grants          | <ul style="list-style-type: none"> <li>No Façade Grants were submitted at this time.</li> </ul>                                                                                                                                                                                                                                                                                                                           | No Grants were given |
| Hotels                 | <ul style="list-style-type: none"> <li>Michael Myers - reported hotel revenue is up.</li> </ul>                                                                                                                                                                                                                                                                                                                           |                      |
| Old Business           | <ul style="list-style-type: none"> <li>Director Jones updated that the Lincolnway Mural was completed and the install should be the week of July 10<sup>th</sup> on the United Electric Building.</li> <li>Purchase of the Inner Light Sculpture was approved by City Council in the amount of \$10,000 and the check has been sent.</li> </ul>                                                                           |                      |
| Committee Member Items | <ul style="list-style-type: none"> <li>Tom Henry and Director Jones have begun the Holiday Light Display at Centennial Park. Tom Henry is working on getting more electric at the park.</li> <li>City Administrator Blackert updated on the entrance of the city. The screen for the fence is in. They come in 25ft sections. Cement will be poured in a couple week and the fence will be added at that time.</li> </ul> |                      |
| Adjournment            | <ul style="list-style-type: none"> <li>Chairman Tribley made a motion to adjourn, second by Michael Myers.</li> <li>Meeting adjourned at 10:32 am.</li> </ul>                                                                                                                                                                                                                                                             | Meeting Adjourned    |

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Committee Chairman