



City of Rock Falls

Tourism Committee Meeting Minutes

Date: 07/14/2021

Time Meeting Started: 10:00 a.m.

Time Meeting Ended: 10:40 a.m.

Members		Also Attended	
Alderman Casey Babel - Chairman	P	Director Melinda Jones	P
Alderman Bill Wangelin	P	Mason Deyo	P
Alderman Jessica Devers	P		
Brian Tribley	P		
Emily Roth	P		
Amy Williamson	P		
Bethany Bland	P		
Tom Rynott	P		

Ordinance/Topic	Discussion	Plan of Action
Call to Order	Meeting was called to Order at 10:00 a.m. by Chairman Casey Babel	
Approve Minutes	Committee reviewed minutes from the June 9, 2021 Tourism Committee meeting. Brian Tribley moved to approve minutes, second by Amy Williamson, motion carried.	Minutes Approved
Tourism Committee Updates	a. Bethany Bland thanked the Committee for the funding that was received for Summer Splash. Garage Sales will be held on September 24, September 26, 2021, and they are working on education for the area businesses. b. Tourism Director – Melinda Jones i. Art in the Park sculptures have been picked and the new sculptures will be installed on September 3, 2021. Some of the plans for the Art in the Park on September 4, 2021 are music from Rock River Jazz Band, Rustic Oven Wood Fired Pizza's. ii. The July 1, 2021 Jammin on the Rock was well attended iii. Food Truck Fridays, held on July 9, 2021 did very well, all of the Food Trucks were busy and music was supplied by the Cal Stage Band. The next Food Truck Friday is on August 13, 2021. iv. Whiteside County ACCA will be held from July 23-25, 2021. Besides the Air Show there will be music, food vendors a 2K Fun Run and more. c. Rock Falls Tourism Grants i. Little League Star Tournament – Major Girls Softball – Event Sponsorship Grant in the amount of \$1,000.00. Jessica Devers moved to approve the Sponsorship Grant in the amount of \$1,000.00, second by Bethany Bland, motion carried. ii. Fiesta Day Parade - Event Sponsorship Grant requested in the amount of \$250.00. After discussion Bethany Bland moved to approve the Sponsorship Grant in the amount of \$100.00, second by Casey Babel, motion carried. iii. Taste of Fiesta – Event Sponsorship Grant requested in the amount of \$2,000.00. After discussion Brian Tribley moved to approve the Sponsorship Grant in the amount of \$1,000.00, second by Emily Roth, motion carried.	Event Sponsorship Grant Approved Event Sponsorship Grant Approved Event Sponsorship Grant Approved

Façade Grant	a) Folsom's Bakery signage is complete and has been approved by Building Inspector Mark Searing. Casey Babel moved to approve payment to Folsom's Bakery in the amount of \$2,082.91, second by Emily Roth, motion carried.	Payment approved to Folsom's Bakery in the amount of \$2,082.91
Marketing/ Advertising/ Promotions	a) Will have a billboard on 1 st Avenue for the Art in the Park Sculpture Walk. Billboard will be up from July 19, 2021 through September 4, 2021 for a cost of \$326.00 b) Working with Sauk Valley Media on a Rock Falls Campaign that will target the suburbs	
New Business	a) Simmer Wedding Ceremony – Event Permit – May 14, 2022. Tom Rynott moved to approve the Event Permit, second by Brian Tribley, motion carried. b) Façade Grant Application Revision – Addition of language that paperwork must be returned within 90 days of final inspection to receive reimbursement. Bethany Bland moved to approved the additional language, second by Amy Williamson, motion carried.	Event Permit Approved Approve the additional language to Façade Grant Application
Committee Member Items	a. Casey Babel updated the Committee on the 07-13-2021 Eagle Trail Committee Meeting, they are focusing on building a website and signage b. Tom Rynott – The Sauk Valley Water Ski show is on July 24, 2021 c. Emily Roth passed around a book of pictures that she had taken around Rock Falls and Sterling. She thought this could possibly be a fundraising project in the future.	
Adjournment	Brian Tribble moved to adjourn, second by Bethany Bland, motion carried. Meeting adjourned at 10:40 a.m.	



 Chairman, Casey Babel