



City of Rock Falls Tourism Committee Meeting Minutes

Date: 08/13/2025

Time Meeting Started: 9:59 am

Time Meeting Ended: 10:41 am

Members		Also Attended	
Chairman Tribley	P	Director Jones	P
Alderman William Wangelin	A	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		
Alderwoman Vickey Byrd	P		
Alderman Nathan Stahr	P		

Call to order	<ul style="list-style-type: none"> Meeting called to order by Chairman Tribley at 9:59 am. 	
Audience Request	<ul style="list-style-type: none"> None 	
Approved Minutes	<ul style="list-style-type: none"> The committee reviewed the minutes from July 9, 2025, tourism committee meeting. Christina Wolfe moved to approve minutes as presented, second by Mike Myers motion carried. 	Minutes Approved
Updates	<p>Visit NW Illinois – Matt Lenox</p> <ul style="list-style-type: none"> Annual dinner will be September 25th at McCormick Event Center. New website will be launched at the dinner. <p>Director Kersey reported on Chamber updates:</p> <ul style="list-style-type: none"> Garage sale days are scheduled for 9/19/25 – 9/21/25 <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> July 12th Eats ‘N’ Beats with Big Hair Mafia – Event went great and positive feedback from the community. Art in the Park Outdoor Art Gallery and Sculpture Walk is Saturday, August 23rd. Previous sculptures as well as new sculptures will be deinstalled/installed this week and next. The Outdoor Art Gallery has 24 artists. Taco Throwdown is September 26th. ZOWA live wrestling, Taco eating contest - person with the most tacos eaten in 10 minutes wins, and “Best Taco” contest for food trucks attending. 	<p>No Actions Needed</p> <p>No Actions Needed</p> <p>No Actions Needed</p>
Event Grant	<ul style="list-style-type: none"> Sauk Valley Apple Cider Run requesting \$500.00. A discussion was made, a motion was made to approve \$500 by Chairman Brian Tribley, second by Christina Wolfe. All in favor, via roll call. 8 yeas. Motion carried. 	Request of \$500.00 approved
Façade Grants	<ul style="list-style-type: none"> Touch of Thai requesting another extension of 30 days. Note: The first façade request was approved on October 9, 2024. In May 2025, they requested an extension of 3 months which was approved, and are now asking for another extension of 30 days. They just started working on the façade a week ago. A discussion was made. Extension denied. 	Request for extension denied
Marketing	<ul style="list-style-type: none"> Visit Rock Falls website had 9K views in the last 30 days. Top 3 sites: Calendar of Events, Crystal Lake, and Things to do. Visit Rock Falls Facebook page had 167 new followers in the last 30 days for a total of 9,913 followers. The top post was GX restaurant opening in Rock Falls with 54,760 views. Visit Rock Falls Instagram page had 5 new followers in the last 30 days for a total of 943 followers to date. 	No Action needed

	<ul style="list-style-type: none"> • Visit Rock Falls TikTok has 171 new followers and a total of 975 followers. • Tourism Advertising – Art in the Park: TV commercial on WQAD and WIFR. WQAD TV interview this past Monday. Next Monday with KWQC. Two radio station interviews with River country and WSDR Regional Media next week. • Podcast with Radar Free Press for Art in the Park Sculpture Walk and Outdoor Art Gallery. 	
New Business	<ul style="list-style-type: none"> • Melinda brought up America 250th celebration for 2026. A discussion was made to collaborate with other organizations. More discussion will be made at a later date. 	No action needed
Hotels	<ul style="list-style-type: none"> • Holiday Inn Express – Mike stated they had record breaking occupancy in July. He thanked CGH Medical Center for choosing their hotel for housing their staff. Promised 1,000 room nights. 	No action needed
Committee Members	<ul style="list-style-type: none"> • Tom Henry Coloma Township Park District – New fall T-ball league for disabled boys and girls ages 8-14 starting Sept. 20th through October 18th every Saturday. 	No action needed
City Administrator	<ul style="list-style-type: none"> • Robbin Blackert went to National Brownsfields and presented RB&W Park for a third time. It is good to see that the RB&W Park plans throughout the years with different administrations continues. 	No action needed
Adjournment	<ul style="list-style-type: none"> • Chairman Tribley made a motion to adjourn, seconded by Alderwoman Vickey Byrd. • The meeting adjourned at 10:41 am. • Next meeting will be September 10, 2025. 	Meeting Adjourned

Committee Chairman