



City of Rock Falls Tourism Committee Meeting Minutes

Date: 9/06/2023

Time Meeting Started: 10:02 am

Time Meeting Ended: 11:04 am

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

Topic	Discussion	Plan of Action
Call to order	- Meeting called to order by Chairman Tribley at 10:02 am. - Introduction of Matthew Lenox, new Blackhawk Waterways CVB Executive Director	
Audience Request	None	
Approved Minutes	Committee reviewed minutes from the July 12, 2023, Tourism Committee Meeting. Alderman Wangelin moved to approve minutes as presented, second by Christina Wolfe, motion carried.	Minutes Approved
Updates	- Updates from Matthew Lenox from the Blackhawk Waterways CVB. Whiteside County doing very well in regards to State Tourism. Matthew will send information out soon regarding that report. Illinois State Conference will be spring of 2024. BWCVB is working with content creators of which Rock Falls can be a part of. - Sam Smith from Rock Falls Chamber absent. - Director Jones reported – Vietnam Traveling Memorial Wall went very well with an estimated attendance of over 6,000. Restaurants and hotels benefited. Had over 100 volunteers throughout the time. Melinda thanked everyone who volunteered. - Art in the Park Sculpture Walk – 9 new sculptures were installed and event went well but a little low on attendance, but could be due to Vietnam Traveling Memorial Wall being here. - Kayak rentals are doing well with 65 rentals since June 15, 2023 when installed. - Bike rentals doing well with 80 rentals since they were put out in May. - Lincolnway Mural – Shawcraft installed new mural on August 16th (located on the United Electric Building on Route 30). - Jammin' On The Rock – Next one is Sunday, September 24, 2023 from 1-5 pm with 7 performances. Food trucks and vendors setup from 12noon to 6 pm. - Lumberjack Show & Beard Contest – October 7, 2023 at Selmi's Greenhouse and Farm Market. Mobile Adventure Escape Room will be there too.	No Actions on any items
Rock Falls Tourism Grants	- Sauk Valley Apple Cider Run – Requested \$500. A motion was made by Alderman Wangelin to grant \$500 to the Sauk Valley Apple Cider Run, second by Tom Henry, motion carried. - Seasonal Sights & Sounds 2023; Downtown Christmas Walk in Sterling – Requested \$500. A motion was made by Tom Henry to grant	Tourism Grant for \$500 Approved Tourism Grant for \$500 Approved

	\$500 to Seasonal Sights & Sounds 2023; Downtown Christmas Walk in Sterling, second by Alderman Wangelin, motion carried. National Night Out by Rock Falls Police Department – Requested \$500. A motion was made by Chairman Tribley, second by Christina Wolfe, motion passed. A check for \$500 will not be cut until FY 2024 by Tourism.	Tourism Grant for \$500 Approved, but to be paid out in FY 2024.
Marketing	Facebook followers is just under 7,5000; gained a lot through the advertising and FB boosts for the Vietnam Traveling Memorial Wall. In the last 30 days, the Visit Rock Falls Website has had 3.5K visitors with an average time of 1.11 minutes on the website. The Vietnam Traveling Memorial Wall webpage was the most visited in the last 30 days with the Calendar of Events following.	No actions on any items
Façade Grants	Mud & Moo Boutique – Application for Façade Grant in the amount of \$1,192.00 for signage of new store. Alderman Bill Wangelin set a motion to approve the grant for the completed signage in the amount of \$1,192.00. Roll call 4 Yeas and 1 Nay.	Application in the amount of \$1,192.00 approved.
Hotels	None.	
New Business	- National Night Out by the Rock Falls Police Department on Tuesday, August 6, 2024 – RB&W District Park Permit. Alderman Wangelin set a motion to approve the National Night out by the Rock Falls Police Department, second by Chairman Tribley, motion passed. - Peace of Art. Gage Munroe would like to donate to the city a 7-8-foot-tall Peace of Art to be installed and hopefully lit year round to promote Peace on Earth. After discussion, a motion was set by Tom Henry to accept the donation of the Peace of Art to the City of Rock Falls (placement to be determined), second by Christina Wolfe, motion passed.	Approved RB&W Event Permit for National Night Out Approved to accept donation of Peace of Art to the City of Rock Falls. Placement to be determined at a later time.
Old Business	None.	
Committee Member Items	- Tom Henry reported that the Coloma Park District is having their annual fishing derby Saturday, September 9, 2023. Registration at 8 am, derby starts at 9 am. Free for all children 14 and under. Prizes. In regards to the Holiday Light Display at Centennial Park, they have put in more electric which makes room for more displays. - City Administrator Blackert updated on the entrance of the city, as well as restrooms at the RB&W District. - Chairman Tribley updated on the Farmer's Market area in Rock Falls that will have a 18x40 foot Pavilion placed at site.	
Adjournment	- Tom Henry made a motion to adjourn, second by Chairman Tribley. - Meeting adjourned at 11:04 am.	Meeting Adjourned

Committee Chairman