

City of Rock Falls Tourism Committee Meeting Minutes

Date: 09-07-2022

Time Meeting Started: 10:00 a.m.

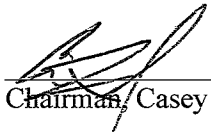
Time Meeting Ended: 10:50 a.m.

Members		Also Attended	
Alderman Casey Babel - Chairman	P	Director Melinda Jones	
Alderman Bill Wangelin	P	Dianne Bausman	
Brian Tribley	P	City Administrator Robbin Blackert	
Angelic Stewart	A	Deputy City Clerk Michelle Conklin	
Bethany Bland	P	Admin Assistant Tracy Finch	
Tom Henry	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 August 10, 2022, Tourism Committee meeting. Bill Wangelin moved to approve minutes, second by Tom Henry, Viva Voce Vote, 5 ayes, 0 nays, motion carried.	Minutes Approved
Tourism Committee Updates	a. Blackhawk Waterways – Diane Bausman handed out and reviewed the Blackhawk Waterways Convention & Visitor’s Bureau report (copy of report attached) b. Rock Falls Chamber of Commerce i. Bethany Bland announced that the Rock Falls Chamber of Commerce was an award winner for their Intern Program and they would be receiving the award from Illinois Workforce Partnership. Bethany handed out a flyers with all of the fall’s upcoming events. Share Night September 13, 2022, Community Garage Sales September 23 – 25, 2022, Business Boot Camp October 5, 2022, Biz Boo Trick or Treat October 28, 2022 and Hometown Holidays November 17-19, 2022. c. Tourism Director – Melinda Jones i. Art in the Park Sculpture Walk – There was very good attendance at the September 3, 2022 event. They received very good comments on the sculptures and the food vendors reported good sales. ii. Jammin’ on the Rock – September 25, 2022 from 1:00 p.m. until 5:00 p.m. there will be 8 bands performing and Food Trucks will be there from 12:00 p.m. until 6:00 p.m. iii. Beard Contest – October 1, 2022, Wahl will be donating prizes iv. Lumberjack Show – October 1, 2022 at Selmi’s Greenhouse & Farm Market from 10:00 a.m. until 6:00 p.m. v. The Christmas Home Decorating Contest last year was a hit so we will be doing a Halloween Home Decorating Contest this year. Voting will be on Facebook or in person at City Hall.	No action on any items

Tourism Grants	a. Sponsorship Grant for the Rock Falls Chamber of Commerce, Hometown Holidays in the amount of \$1,000.00. Bethany Bland left meeting at 10:15 a.m. Casey Babel moved to approve the Sponsorship Grant in the amount of \$1,000.00 and send to the Finance Committee, second by Tribley, Vote, 4 ayes, 0 nays, motion carried. Bethany Bland returned to the meeting at 10:20 a.m.	Tourism Grant in the amount of \$1,000.00 approved and sent to the Finance Committee
Façade Grants	a. PCTECH2U have completed their Façade Project and is requesting reimbursement of \$2,000.00. Casey Babel moved to approve the Façade Grant payment of \$2,000.00, second by Bethany Bland, Vote, 5 ayes, 0 nays, motion carried. b. Kapp's Banquet Hall have completed their Façade Project and is requesting reimbursement of \$2,168.51. Bethany Bland moved to approve the Façade Grant payment of \$2,168.51, second by Brian Tribley. Vote, 5 ayes, 0 nays, motion carried. c. Ruben Tapia (Brito's) – Application for Façade Improvement Program in the amount of \$1,600.00. Will be installing a front gate and fence at 315 W 2nd Street, project cost is \$3,200.00. Bill Wangelin moved to approve the application for the Façade Improvement Program in the amount of \$1,600.00, second by Bethany Bland. Vote, 5 ayes, 0 nays, motion carried.	Façade Grant payment of \$2,000.00 approved Façade Grant payment of \$2,168.51 approved Façade Grant Application in the amount of \$1,600.00 approved
New Business	a. Daniel Corzine is requesting reimbursement of electric charge of \$50.00 as they cancelled the wedding at the RB&W Park on August 20, 2022 due to rain. During discussion it was suggested that we amend the application so that reimbursement will or will not be allowed. Casey Babel moved to allow the reimbursement of the \$50.00 electric charge due to cancellation of the wedding at the park, second by Bill Wangelin. Vote 5 aye, 0 nay, motion carried. b. RB&W Event Permit – Rock Falls Chamber of Commerce – Hometown Holidays – November 16-21, 2022. Casey Babel moved to approve the RB&W Event Permit for the Rock Falls Chambers Hometown Holidays November 16-21, 2022, second by Bill Wangelin. Vote, 4 ayes, 0 nays, 1 recuse (Bland), motion carried. c. Event Sponsorship revisions – Changes discussed were that the event have a large community draw, applications must be received a minimum of 45 days prior to the event, the award limits will be One-day events: up to \$500.00 - and Two or more-day events: up to \$1,000.00, request frequency will be one application per organization in a fiscal year. Casey Babel moved to approve the changes to the Event Sponsorship Application as presented starting in Fiscal Year 2024, second by Tom Henry. Vote, 5 aye, 0 nay, motion carried.	Approved the reimbursement of the \$50.00 electric charge for cancellation. Approved RB&W Event Permit for the Rock Falls Chamber of Commerce Revisions to the Event Sponsorship Application were approved as presented
Old Business	Melinda Jones has contacted Link Media Outdoor regarding changes to the Billboard. If we have the Vietnam Wall advertised on the billboard and then have it changed after the event it will cost an additional \$1,000.00. Committee agreed that we need to have it changed after the Vietnam Wall Event is over.	Will change billboard after Vietnam Wall Event at a cost of \$1,000.00

Adjournment	Bethany Bland moved to adjourn, second by Bill Wangelin, Viva Voce Vote, 5 ayes, 0 nays, motion carried. Meeting adjourned at 10:50 a.m.	
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Chairman, Casey Babel

BWCVB Report for Rock Falls Tourism
By Diane Bausman, Executive Director
September 7th, 2022

Meetings Attended:

- Aug 9th – Carroll Co Hotel/Motel meeting
- Aug 10th – Rock Falls Tourism meeting
- Aug 25th – BWCVB Annual Dinner in Rochelle

Web Site Update:

- In the last month we've had 19,280 unique visits to our website and they viewed 1.74 pages per session.
- 9.55% came as direct traffic (typed in our URL)
- 19% came via google ads/cpc
- 48.33% came as organic traffic via google search & keywords that clicked through to our site
- 21.69% were referrals and of those referrals 93.95% came from our Facebook posts.
- The top landing pages were (1) Discover the Great Outdoors via the QR code link from our online ads
(2) Events/Amboy Depot Days (3) Get Our Visitor Guide (4) What to do/Fishing and paddling

Advertising, Promotion & Public Relations:

- **August online advertising campaign** resulted in 5,010 clicks; 244,154 impressions and 209 conversions. The Facebook paid advertising resulted in 120,235 impressions and 2,685 link clicks. Analytics for August 2022 compared to August 2021 are up 30%. The most visited pages are the ad landing pages, events, then the website homepage.
- **Requests for information:** In the last month we had 159 requests for Visitor Guides from our website.
- **Advertising:** Digital Ad on Windycitytimes.com; Travel Illinois Magazine Fall/Winter issue; Silent Sports magazine, AAA Living Fall Getaway Magazine

BWCVB Social Media report for August

- 22 Facebook posts/17 Twitter posts/18 Instagram posts

TOP FACEBOOK POSTS for August

POST	Total Reach	Link clicks	Shares
Amboy Depot Days	8,240	707	29
Mt. Morris Straw Sculptures	8,179	390	33
Lincoln Hwy Heritage Festival - Rochelle	7,824	220	8
Venetian Night - Dixon	6,121	124	14
Art in the Park Sculpture Walk - blog	5,185	99	11

- **Radio shows;** WRHL 8/24; WLLT weekly; WCCI bi-weekly. *Aroundptown.com* events are submitted weekly for their online newsletter.

Blackhawk Waterways CVB Mission Statement

To increase the economic impact to the four counties represented through promotions, advertising and providing information to potential visitors.