



City of Rock Falls Tourism Committee Meeting Minutes

Date: 09/10/2025

Time Meeting Started: 10:00 am

Time Meeting Ended: 10:30 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	A
Christina Wolfe	P	Mayor Kleckler	P
Sam Kersey	A		
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 10:00 am. 	
Audience Request	<ul style="list-style-type: none"> None 	
Approved Minutes	<ul style="list-style-type: none"> The committee reviewed the minutes from August 13, 2025, tourism committee meeting. Tom Henry moved to approve minutes as presented, second by Christina Wolfe motion carried. 	Minutes Approved
Updates	<p>Visit NW Illinois – Director Melinda reported for Director Lenox</p> <ul style="list-style-type: none"> Annual dinner will be September 25th at McCormick Event Center. Rock Falls VG have been restocked at Regional Kiosks. <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> Art in the Park Sculpture Walk and Outdoor Art Gallery was Saturday, August 23rd. Great weather for this event. Had a good turn out, no complaints. Taco Throwdown is September 26th. ZOWA Live wrestling performing at 5PM & 7PM 1 hour each, Taco eating contest – at 6PM. DJ Cabralio at 8PM – 10PM. The person with the most tacos eaten in 10 minutes wins. We currently have 4 contestants, and “Best Taco” contest for the 10 food trucks attending. Spooktacular Halloween Lighted UTV and Golf Cart Parade – October 18, 2025 in downtown Rock Falls. There are currently three entries. Rock Falls Birding Trail – Twelve Bluebird birdhouses have been placed at Lawrence Park by an Eagle Scout, Ross Eden, for an Eagle Scout service project. A press release was made. 	<p>No Actions Needed</p> <p>No Actions Needed</p>
Event Grant	<ul style="list-style-type: none"> 3rd Annual Charity Softball Tournament requesting \$500.00. A discussion was made, a motion was made to approve \$500 by Chairman Brian Tribley, second by Alderwoman Vickey Byrd. All in favor, via roll call. 7 yeas. Motion carried. 	Request of \$500.00 approved
Façade Grants	<ul style="list-style-type: none"> None. 	
Marketing	<ul style="list-style-type: none"> Visit Rock Falls website had 6.3K views in the last 30 days. Top 3 sites: Calendar of Events, Art in the Park Sculpture Walk, and Things to do. Visit Rock Falls Facebook page had 84 new followers in the last 30 days for a total of 9,997 followers. The top post was Ana’s Café fresh new look with 25.9K views. Visit Rock Falls Instagram page had 6 new followers in the last 30 days for a total of 949 followers to date. 	No Action needed

	<ul style="list-style-type: none"> • Visit Rock Falls TikTok has 40 new followers and a total of 1,105 followers. • Tourism Advertising – Publications in Sauk Valley Media, Mature Focus, Driftless Area Magazine and NW Quarterly. Taco Throwdown: TV commercial on WQAD, KWQC, WIFR, Fox 18-Quad Cities and Radar Free Press. Four radio station advertising with River Country, WIXN, WQUD and Regional Media. • Robinson billboard will be showcasing Taco Throwdown and the Lumberjack Show starting this week. 	No action needed
Old Business	<ul style="list-style-type: none"> • Melinda brought up America 250th celebration for 2026. A continued discussion was made. 	No action needed
New Business	<ul style="list-style-type: none"> • Northwest Illinois CVB Annual Dinner – To be held at McCormick Event Center in Rock Falls September 25, 2025 5:30PM – 7:30PM. • Façade Grant Revisions/Additions – Page 2 and 3 revisions/additions regarding requirements for bids and labor cost. After discussion, a motion was made to approve Façade Grant Revisions/Additions by Mike Myers, second by Christina Wolfe. All in favor, via roll call. 7 yeas. Motion carried. 	Send to City Council for final approval
Hotels	<ul style="list-style-type: none"> • Holiday Inn Express – Mike stated they had record breaking occupancy in August. He stated Quarter 4 numbers are up. 	No action needed
Committee Members	<ul style="list-style-type: none"> • Tom Henry Coloma Township Park District – Holiday Light Display is underway. Twenty spots have been filled and still plenty of spots available. 	No action needed
Adjournment	<ul style="list-style-type: none"> • Chairman Tribley made a motion to adjourn, seconded by Mike Myers. • The meeting adjourned at 10:30 am. • Next meeting will be October 8, 2025. 	Meeting Adjourned

Committee Chairman