



## City of Rock Falls Tourism Committee Meeting Minutes

Date: 10/08/2025

Time Meeting Started: 10:01 am

Time Meeting Ended: 10:26 am

Members		Also Attended	
Chairman Tribley	P	Director Jones	P
Alderman William Wangelin	A	Assistant Amber Martinez	P
Tom Henry	A	City Administrator Blackert	A
Betsy Bunning	P	Director Lenox – Visit NW Illinois	A
Christina Wolfe	P	Mayor Kleckler	P
Sam Kersey	P		
Michael Myers	P		
Alderdwoman Vickey Byrd	P		
Alderman Nathan Stahr	P		

Call to order	<ul style="list-style-type: none"> <li>Meeting called to order by Chairman Tribley at 10:01 am.</li> </ul>	
Audience Request	<ul style="list-style-type: none"> <li>None</li> </ul>	
Approved Minutes	<ul style="list-style-type: none"> <li>The committee reviewed the minutes from September 10th, 2025, tourism committee meeting. Christina Wolfe moved to approve minutes as presented, second by Mike Myers motion carried.</li> </ul>	Minutes Approved
Updates	<p>Director Sam Kersey Chamber of Commerce</p> <ul style="list-style-type: none"> <li>Biz Boo is October 24<sup>th</sup>. Radar Free Press and PC Tech 2U are having a \$500 giveaway. Location has been moved to downtown to focus on the downtown/updown businesses.</li> </ul> <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> <li>VNWIL Annual Dinner was held on September 25th at McCormick Event Center. Melinda spoke on Rock Falls Tourism Events and park beautifications. Fourteen persons in Rock Falls attended approximately 60 people in total. Mike Myers was given the 2025 Friends of Tourism Award.</li> <li>Taco Throwdown was September 26<sup>th</sup>. ZOWA Live wrestling performed, Taco eating contest had 10 contestants. Winner from Wooddale, IL ate 16 tacos in ten minutes. “Best Taco” contest winner was Britos Grill from Sterling with 365 votes.</li> <li>Lumberjack Show was October 4<sup>th</sup>. Zoli’s Woodcarving made an eagle (to be given away at Flock to the Rock). Lumberjack show had great attendance. Women’s Skillet Throwing Contest was successful– 17 contestants. Will do again next year.</li> <li>Spooktacular Halloween Lighted UTV and Golf Cart Parade – October 18, 2025 6:30PM in downtown Rock Falls. There are currently eight entries.</li> <li>Tri-County Opportunities Council – Expressed gratitude for the approval of the event grant.</li> </ul>	<p>No Actions Needed</p> <p>No Actions Needed</p>
Event Grant	<ul style="list-style-type: none"> <li>Rock Falls Chamber of Commerce – Hometown Holidays requesting \$1,000.00. A discussion was made, a motion was made to approve \$1,000 by Mike Myers, second by Christina Wolfe. All in favor, via roll call. 6 yeas. Motion carried.</li> </ul>	Request of \$1,000.00 approved
Façade Grants	<ul style="list-style-type: none"> <li>VFW Post 5418 –Requesting \$957.00 for new patriotic window decals and banquet hall sign. After discussion to approve the grant for the work in the amount of \$957.00, a motion was made by Alderdwoman Vickey Byrd to approve the \$957.00, seconded by Chairman Brian Tribley. Roll call – all in favor 7 yeas, motion carried.</li> </ul>	Façade Grant approved in the amount of \$957.00

Marketing	<ul style="list-style-type: none"> <li>• Visit Rock Falls website had 8.6K views in the last 30 days. Top 3 sites: Calendar of Events, Taco Throwdown, and Fiesta Day Parade.</li> <li>• Visit Rock Falls Facebook page had 26 new followers in the last 30 days for a total of 10,123 followers. The top post was Brito's Grill winning "Best Taco" with 46,167 views.</li> <li>• Visit Rock Falls Instagram page had 3 new followers in the last 30 days for a total of 951 followers to date.</li> <li>• Visit Rock Falls TikTok has 15 new followers and a total of 1,020 followers.</li> <li>• Tourism Advertising – Publications in Shaw Local Media w/ Ogle Co. Living, Lake Lifestyles and Neighborhood Tourists. Wess Marketing and NW Quarterly. TV commercial on WHBF, KWQC and WIFR. Radio Stations: River Country, WQUD and Regional Media.</li> <li>• Visitor Guides- in the last month 4 boxes delivered to surrounding Visitor Centers.</li> </ul>	No Action needed
Old Business	<ul style="list-style-type: none"> <li>• Façade Grant Revisions – City Council approved. All old copies have been replaced.</li> </ul>	No action needed
New Business	<ul style="list-style-type: none"> <li>• Pole Banners – Town beautification project. New banners for hometown heroes. They will be placed in May and taken down in November. Melinda is working on getting quotes. Advertising out to the public before Thanksgiving.</li> </ul>	No Action Needed
Hotels	<ul style="list-style-type: none"> <li>• Holiday Inn Express – Mike stated they had astonishing numbers for Quarter 3. Stated new hotel in Dixon did not affect his property.</li> </ul>	No action needed
Committee Members	<ul style="list-style-type: none"> <li>• Melinda Jones on behalf of Tom Henry - Coloma Township Park District – Holiday Light Display is underway. Twenty-three spots have been filled. Volunteer list has been posted to social media.</li> </ul>	No action needed
Adjournment	<ul style="list-style-type: none"> <li>• Chairman Tribley made a motion to adjourn, seconded by Mike Myers.</li> <li>• The meeting adjourned at 10:26 am.</li> <li>• Next meeting will be November 12, 2025.</li> </ul>	Meeting Adjourned

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Committee Chairman