

City of Rock Falls

Tourism Committee Meeting Minutes

Date: 11/10/2021

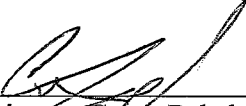
Time Meeting Started: 10:00 a.m.

Time Meeting Ended: 10:30 a.m.

Members		Also Attended	
Alderman Casey Babel - Chairman	P	Director Melinda Jones	
Alderman Bill Wangelin	P	Tracy Finch	
Alderman Jessica Devers	P	City Administrator Robbin Blackert	
Brian Tribley	P	Deputy City Clerk Michelle Conklin	
Emily Roth	P		
Amy Williamson	P		
Bethany Bland	P		
Tom Rynott	A		

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 October 13, 2021, Tourism Committee meeting. Brian Tribley moved to approve minutes, second by Bill Wangelin, Viva Voce Vote, 7 ayes, motion carried.	Minutes Approved
Tourism Committee Updates	- Blackhawk Waterways – Report from BWCVB was presented (copy attached) - Bethany Bland stated that the Chamber is working on all the different events for Hometown Holidays - Tourism Director – Melinda Jones - Lumberjack Show – Event went well - Koloni Bikes – Bikes have been put into storage, misc. parts have been ordered and Mead's Bike Shop will be doing the repairs. We are also looking into a different locking system as there are still problems with the locks that are being used now. - Home Christmas Decorating Contest – People are starting to register - New Christmas Tree is up at the RB&W Park Amphitheater. - Working on the Sponsorships for 2022	No action on any items
Rock Falls Tourism Grants	Sauk Valley Area Chamber of Commerce – Event Sponsorship Grant in the amount of \$250.00.00 for the Sterling Seasonal Lights and Sounds Downtown Christmas Walk. Bill Wangelin moved to approve the Event Sponsorship Grant in the amount of \$250.00.00, second by Amy Williamson. 7 ayes, motion carried.	Event Sponsorship Grant approved
Façade Grant	Z & She's Academy of Dance – Façade Grant Application for replacement of awnings and repair of water damage in the amount of \$5,000.00 Brian Tribley moved to approve the Façade Grant Application in the amount of \$5,000.00, second by Jessica Devers, Vote 8⁷ ayes, motion carried.	Approved application for Façade Grant in the amount of \$5,000.00

New Business	a. 2022 Calendar of Events for Tourism i. Rock Falls Birding Trail Event – February 12, 2022 ii. Food Truck Fridays w/concert series – June 10, July 8 and August 12, 2022 – 11:30 a.m. to 9:00 p.m. Concert will be from 6:00 p.m. to 9:00 p.m. or 7:00 p.m. to 10:00 p.m. iii. Jammin’ on the Rock 2022 – June 2, July 7, August 4, 2022 – 6:00 p.m. to 8:00 p.m. iv. Lumberjack Show & Beard Contest – October 1, 2022. Matt Selmi will donate \$3,500.00 towards show for 2022	No action on any items
Old Business	Sign at the home of A.P. Smith founder of Rock Falls – there is not enough space between road and sidewalk to place a plaque. Will be placing a sign on the other side of the street pointing to the house, this will make it much more visible to motorists	
Committee Member Items	Tourism Committee Meeting will be cancelled for the month of December 2021.	
Adjournment	Casey Babel moved to adjourn, second by Jessica Devers, Viva Voce Vote, 7 ayes, motion carried. Meeting adjourned at 10:30 a.m.	



 Chairman, Casey Babel

BWCVB Executive Director, Diane Bausman
Report for Rock Falls Tourism Board
November 10th, 2021

Meetings Attended:

- Oct 13-14th - Illinois Council of Convention & Visitor Bureaus quarterly meetings in Skokie
- Nov 3rd - Savanna Tourism meeting via Zoom
- Nov 10th - State ZOOM meeting @ 10 am

Economic Impact of Tourism for 2020:

- The economic impact of tourism reports for 2020 were released by the Illinois Office of Tourism last week and I have attached the basic reports. These reports are compiled by the U.S. Travel Association and they are using a new reporting system so the attached sheets are different than what we've had in previous years. I've also included a breakdown of our 4 counties by visitor spending that also includes stats for 2017 through 2019 as well.
- As anticipated, due to the pandemic related shutdowns and restrictions on travel, the total travel spending for our BWCVB 4-county region was \$174 million which is down 11% from the record high \$195.5 million we had in 2019.

Web Site Update:

Visitnorthwestillinois.com - For the last month we've had 7,608 unique visits to our website and they viewed 1.66 pages per session. 12.84% came as direct traffic (typed in our URL); 49.56% came as organic traffic (searched using keywords that lead them to our site) and 13% were referrals and of those referrals 83.7% came from our Facebook posts. The top landing pages were (1) Discover the Great Outdoors (2) Events (3) lodging/cabins (4) what-to-do/history & heritage

Advertising, Promotion & Public Relations:

- **Requests for information:** In the last month we've had 46 requests for VG's from our website.
- **Advertising during Oct:** We had an ad promoting the Trail of Terror in the Fall edition of the NW Quarterly (both magazine & online); Silent Sports (both magazine & online) October issue; SVN Neighborhood Tourist magazine and a Windy City Times online banner ad.
- **Online Advertising Campaign:** The October report reflected that the most popular pages include the landing page for our ads, events page, & the homepage. Chicago continues to be our primary market and approx. 75% of our users are on either mobile phones or a tablet which is as high as it's ever been.
- **Blog:** Jayne posted a blog on the **Fulton Windmill & Cultural Center** on Oct 7th and the 3 day/\$10 FB boost generated a reach of 2,587 with 293 link clicks & 22 shares. She posted another blog on the **Amboy Depot Museum** on Oct 22nd and the 3 day/\$10 FB boost had a reach of 4,935 with 293 link clicks & 22 shares. Our blog on **Sparklefox Confections in Oregon** just came out on Monday and we will do a 3 day/\$10 boost on that post.
- **BWCVB Social Media:** In the last month Jayne posted 23 times on FB and 22 times on Instagram. In checking our analytics for the last month, it shows that over 98% of the referrals to our website came from our FB posts.
- Here are results from our top FB posts done in the last month:

Post	Total Reach	Post clicks	Shares
<u>Dixon Scarecrow Fest</u>	5,592	348	59
<u>Trail of Terror promo</u>	3,956	197	17
<u>Mt Carroll Pumpkin Fest</u>	2,500	234	20
- **Radio shows:** WRHL 10.27; WLLT weekly; WCCI bi-weekly. *Aroundtown.com* events are submitted weekly for their online newsletter.

SAVE THE DATE: The 2021 Illinois Governor's Conference on Travel & Tourism will be held December 6-8 at Navy Pier at the Sable at Navy Pier Chicago Hotel. Registration information along with the schedule, speaker list and more can be found by going to <https://www.ilgovconference.com/>. You can make your room reservation at the Sable at Navy Pier Chicago, for the special group rate of \$169 per night by following this link - <https://bit.ly/sable-ilgov>

2021 Registration Fees:

Full Registration + Awards Dinner: \$425.00

Registration (Not Including Awards Dinner): \$375.00

Awards Dinner & Reception Only: \$195.00

Wednesday Only (Including State of the State Address): \$195.00

Student Registration: \$50.00

Blackhawk Waterways CVB Mission Statement

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