



City of Rock Falls Tourism Committee Meeting Minutes

Date: 11/13/2024

Time Meeting Started: 10:00 am

Time Meeting Ended: 10:44 am

Members		Also Attended	
Chairman Tribley	P	Director Jones	P
Alderman Wangelin	P		
Tom Henry	P	City Administrator Blackert	P
Betsy Bunning	P	Director Lenox – Visit NW Illinois	P
Christina Wolfe	P		
Sam Smith	P		
Michael Myers	A		
Alderman Vickey Byrd	P		
Also Attended			
Mayor Kleckler	P	Laura Hoyle	P

Topic	Discussion	Plan of Action
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 October 9, 2024, tourism committee meeting. Alderman Wangelin moved to approve minutes as presented, seconded by Tom Henry, motion carried. 	Minutes Approved
Updates	<ul style="list-style-type: none"> Visit NW Illinois – Matt Lenox reported they have been working on new 2025 Visitor Guide and new updated maps. Rock Falls Chamber – Sam Smith reported Hometown Holidays is just around the corner (November 21-23). Bingo is sold out. Christmas Walk will be November 22 with lighting of the Christmas tree at RB&W District and Christmas Walk will be downtown on West 2nd Street with wagon rides, petting zoo, businesses open, vendors, and of course Santa. <p>Director Jones reported on Tourism updates:</p> <ul style="list-style-type: none"> Spooktacular Halloween Lighted Golf Cart & UTV Parade on October 19 was a huge success with 29 entries. Great comments from the participants and the public. Halloween House Decorating Contest – October 21-28. The winners were announced and were houses on Marsha Lane and 11th Street. Kayak & Bike Rentals: Kayaks will be unavailable to rent from now until springtime. Bicycles will be stored for the winter soon. Digital sign on 1st Avenue has been installed and is in use. At this point, the main purpose of the digital sign will be to advertise events, and of course any special news that needs to be put out to the public, i.e. Amber Alerts. 	No Actions Needed
Event Grant	<ul style="list-style-type: none"> None. 	
Façade Grants	<ul style="list-style-type: none"> None. 	
New Business	<ul style="list-style-type: none"> RB&W Park Permit – George Fest – July 26, 2025. Laura Hoyle was present to give more insight into the event and to answer any questions. A motion was made by Chairman Tribley to approve the event permit for George Fest, seconded by Betsy Bunning, motion carried. 	RB&W District Event Permit Approved for George

	<ul style="list-style-type: none"> • Director Jones reported on projected 2025 events that Rock Falls Tourism will be hosting. They are as follows: February 8 – Flock to the Rock June 7 – Bellson Music Fest June 19 – Sick the Magazine Car Show End of June/first of July – Independence Day Celebration – Date to be determined when Sterling-Rock Falls Jaycees have date for Fireworks. August 23 – Art in the Park Sculpture Walk and Outdoor Art Gallery September 27 – Taco Throwdown Festival October 3 – Mad About Plaid October 4- Lumberjack Show @ Selmi’s (co-op with Selmi’s) October 18 – Spooktacular Halloween Lighted Golf Cart & UTV Parade October – Halloween House Decorating Contest December – Tour of Lights House Decorating Contest November/December – Holiday Light Display @ Centennial Park (co-op with Coloma Township Park District) 	No action needed
Marketing	<ul style="list-style-type: none"> • Ad for Visit NW IL2025 Visitor Guide has been designed and we will have the back page of that Visitor Guide. • Ads for Holiday Light Display have been placed in the Living Rock Falls/Sterling, Living Dixon, Around Prophetstown, The Radar Free Press and Northwest Quarterly. Currently working on some radio advertising as well. • Facebook and Instagram numbers are up. • Top visited sites on Visitrockfalls.com. this last month were Calendar of Events, Trick or Treating, and Sterling Halloween Town. Also number of visits to our website is much increased from last year overall. • Top post on FB was the announcement of the winners for the Spooktacular Halloween Lighted Golf Cart & UTV Parade with 2,665 post engagements. 	No Action needed
Hotels	<ul style="list-style-type: none"> • Mike Myers from Holiday Inn Express & Suites was not present but gave information to Director Jones to report on. The month of October was the best month ever since the hotel opened. November is projected to be 7% up and is looking good already for the month of November. 	No action needed
Committee Member Items	<ul style="list-style-type: none"> • Tom Henry reported that the Holiday Light Display has all its spots filled and is looking for volunteers. 	No action needed
Adjournment	<ul style="list-style-type: none"> • Tom Henry made a motion to adjourn, seconded by Christina Wolfe. • The meeting adjourned at 10:44 am. • No meeting in December. Next meeting will be January 8, 2025. 	Meeting Adjourned

Committee Chairman