

# City of Rock Falls

603 W. 10<sup>th</sup> Street  
Rock Falls, IL 61071-2854

*Mayor*  
Rod Kleckler  
815-380-5333

*City Administrator*  
Robbin Blackert  
815-564-1366



*City Clerk*  
815-622-1100  
Ext. 4

*City Treasurer*  
Kay Abner  
815-622-1100

## TOURISM COMMITTEE

July 14, 2021

10:00 a.m.

Council Chambers

603 W 10<sup>th</sup> Street

Rock Falls, IL 61071

### AGENDA

1. Call to Order
2. Audience Requests
3. Approve Minutes of the June 9, 2021 Tourism Committee Meeting
4. Tourism Committee updates:
  - a. Blackhawk Waterways - Dianne Bausman
  - b. Rock Falls Chamber - Bethany Bland
  - c. Tourism Director
    - i. Art in the Park - Selection of new sculptures
    - ii. Jammin' on the Rock - July 1, 2021
    - iii. Food Truck Fridays - July 9, 2021
    - iv. Whiteside County ACCA 2021 update - July 23-25, 2021
  - d. Rock Falls Tourism Grants
    - i. Little League Star Tournament - Major Softball Girls - Event Sponsorship Grant - \$1,000.00
    - ii. Fiesta Day Parade - Event Sponsorship Grant - \$250.00
    - iii. Taste of Fiesta - Event Sponsorship Grant - \$2,000.00
  - e. Façade Grant Program
    - i. Folsom's Bakery signage complete - Approve payment of matching funds in the amount of \$2,082.91
  - f. Northwest Illinois Film Office
  - g. Marketing/ Advertising/Promotions
    - i. Billboard on 1<sup>st</sup> Avenue will be up from July 19, 2021 through September 4, 2021 for a cost of \$326.00
    - ii. Working with Sauk Valley Media on a 3 month Rock Falls Campaign
  - h. Hotels
5. New Business:
  - a. Simmer wedding ceremony - Event Permit May 14, 2022
  - b. Façade Grant Revision - Addition of language that paperwork must be returned within 90 days of final inspection to receive reimbursement
6. Old Business:
7. Committee Member Items
8. Adjournment

Next Regular Meeting: August 11, 2021 at 10:00 a.m.

Posted: July 9, 2021

Michelle K. Conklin, Deputy City Clerk

The City of Rock Falls is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with Disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in the meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact Mark Searing, ADA Coordinator, at 1-815-622-1108 promptly to allow the City of Rock Falls to make reasonable accommodations within 48 hours of the scheduled meeting.