

City of Rock Falls

603 W. 10th Street
Rock Falls, IL 61071-2854

Mayor
Rod Kleckler
815-380-5333

City Administrator
Robbin Blackert
815-564-1366



City Clerk
Pam Martinez
815-622-1100

City Treasurer
Kay Abner
815-622-1100

TOURISM COMMITTEE

January 11, 2023

10:00 a.m.

Council Chambers

603 W 10th Street

Rock Falls, IL 61071

AGENDA

1. Call to Order
2. Audience Requests
3. Approve Minutes of the October 12, 2022, Tourism Committee Meeting
4. Tourism Committee updates:
 - a. Blackhawk Waterways - Dianne Bausman
 - b. Rock Falls Chamber - Bethany Bland
 - c. Tourism Director
 - i. Halloween House Decorating Contest
 - ii. Tour of Lights - Home Decorating Contest
 - iii. Report on IL Governor's Conference on Travel and Tourism
 - iv. 2023 Sponsorship Campaign
 - v. 2023-2024 Visitor Guides
 - vi. Flock to the Rock '23 - February 11, 2023
 - d. Rock Falls Tourism Grants
 - i. Percussion Palooza - Rock Falls High School Music Department - \$300.00 request
 - e. Marketing/Advertising/Promotions
 - i. Northwest Quarterly / FB / Instagram / Website
 - f. Façade Grants
 - i. Ruben Tapia (Brito's Grill) - Request for extension of Façade Grant
 - g. Hotels
5. New Business:
 - a. 2023 Calendar of Events for Tourism:
 - i. Flock to the Rock '23 - February 11, 2023
 - ii. Jammin' On The Rock - June 1st, July 6, August 3, and September 24th, 2023
 - iii. Bellson Music Fest - June 10, 2023
 - iv. Eats 'n' Beats @ the District (aka Food Truck Friday's)
 - a) Friday, June 30, 2023 - Independence Day Celebration-Band TBA
 - b) Saturday, July 29 - Drew Cagle and the Reputations Band
 - c) Friday, August 11 - Sing Rays Band

- v. Vietnam Traveling Memorial Wall – August 31 through September 4, 2023
- vi. Art in the Park Sculpture Walk – September 2, 2023
- vii. Lumberjack Show & Beard Contest – October 7, 2023
- b. Increasing stipend for Sculptures at RB&W District from \$1,000.00 to \$1,250.00
- c. Submission of sculpture for the RB&W District Art in the Park
- 6. Old Business
 - a. Self Service Kayak Rental Proposal for 2023
- 7. Committee Member Items
- 8. Adjournment

Next Regular Meeting: February 8, 2023

Posted: January 6, 2023

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.