

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

April 12, 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 February 8, 2023, Tourism Committee Meeting
4. Tourism Committee updates:
 - a. Blackhawk Waterways - Dianne Bausman
 - b. Rock Falls Chamber - Bethany Bland
 - c. Tourism Director
 - i. 2023-2024 Visitor Guide - Update
 - ii. Flock to the Rock Event - February 11, 2023 - Update
 - iii. Rock Falls Chamber Monthly Meet-Up - Update
 - iv. Fiscal Year 2024 Budget Finalized
 - v. Sponsorships 2023
 - vi. Bellson Music Fest - Update
 - vii. Jammin' on the Rock - Update
 - viii. Eats 'N' Beats @ The District - Update
 - ix. Vietnam Traveling Memorial Wall - Update
 - x. Art in the Park Sculpture Walk - Update
 - xi. Rent.Fun Kayak rental - Update
 - xii. Ride Illinois - Staying at the Country Inn & Suites and Super 8 for two nights - June 14 & June 15
 - d. Rock Falls Tourism Grants
 - i. Taste of Fiesta - Requesting \$2,000.00
 - ii. Taste of Fiesta Parade (Sauk Valley Area Chamber of Commerce) - Requesting \$500.00
 - iii. TCOC 1st Annual Charity Softball Tournament & Family Picnic - Requesting \$1,000.00
 - e. Marketing/ Advertising/Promotions
 - i. Northwest Quarterly
 - ii. On Media streaming for Bellson Music Fest and Vietnam Traveling Memorial Wall
 - iii. WQAD for Bellson Music Fest

- iv. Working on Radio and other TV Advertisements for Bellson and Vietnam Traveling Memorial Wall
 - v. Driftless Area Magazine – on line – We had a partnership contract with them years ago – no cost
 - f. Façade Grants
 - i. Rubin Tapia (Brito’s) – Project Complete – Approve payment in the amount of \$1,638.53
 - ii. Mud and Moo Boutique – Application for Façade Improvement Program in the amount of \$5,000.00
 - iii. Kapp’s Banquet Facility – Application for Façade Improvement Program in the amount of \$5,000.00
 - g. Hotels
 - 5. New Business:
 - a. Moeller/Williams RB&W District Wedding Ceremony Event Permit – Saturday, June 1, 2024
 - b. Taste of Fiesta – RB&W District Event Permit – September 9, 2023
 - c. Digital Sign
 - 6. Old Business:
 - a. Rock River Jazz Band – Performances at RB&W District – July 15, August 19 and September 23, 2023
 - 7. Committee Member Items
 - 8. Adjournment

Next Regular Meeting: May 10, 2023

Posted: April 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.