

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 14, 2026

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 November 12, 2025, Tourism Committee Meeting
4. Tourism Committee updates:
 - a. Blackhawk Waterways
 - b. Rock Falls Chamber – Sam Kersey
 - c. Tourism Director – Updates:
 - i. Winter Wonderland Business Window and House Decorating Contest
 - ii. Holiday Light Display at Centennial Park
 - iii. Hometown Heros Pole Banners
 - iv. Sponsorship Campaign
 - v. Flock to the Rock '26
 - vi. Sauk Valley Favorites – Taco Throwdown nominated for Favorite Community Event
5. Marketing
6. Old Business
 - a. Façade Grant – approval to extend target areas including the following (see attached):
 - i. West 2nd Street -- 1st Avenue to 12th Avenue
 - ii. 12th Avenue – West 2nd Street to Route 30
 - iii. Route 30 -- 12th Avenue to 1st Avenue
 - b. Façade Grant – changing the verbiage in the Program Objectives - the year (for example 2025-2026) will be removed and replaced by “each Fiscal Year”. This would eliminate having to make new copies and changing out on City of Rock Falls and Rock Falls Tourism websites each year.
 - c. Revolutionary War Reenactment for **Americas 250th Celebration** was not available. Waiting to hear back from a group for Civil War Reenactment – should know something by the end of January.
 - d. 144th Army Band – waiting for confirmation if they are available for June 14th. They should know by the end of January.
7. Hotels
8. Committee Member Items

9. Adjournment

Next Regular Meeting: February 11, 2026

Posted: January 9, 2026

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.