

City of Rock Falls

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

Mayor
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City Administrator
Robbin Blackert
815-564-1366



City Clerk
815-622-1100
Ext. 4

City Treasurer
Kay Abner
815-622-1100

TOURISM COMMITTEE

September 8, 2021

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 August 11, 2021 Tourism Committee Meeting
4. Tourism Committee updates:
 - a. Blackhawk Waterways – Dianne Bausman
 - b. Rock Falls Chamber – Bethany Bland
 - c. Tourism Director
 - i. Seasonal Part-Time Assistant / Tracy Finch
 - ii. Art in the Park Sculpture Walk Update
 - iii. Catfish Tournament Update
 - iv. Lumberjack Show Update
 - v. Time Capsule Update
 - d. Rock Falls Tourism Grants
 - i. Coloma Township Park District – Event Sponsorship Grant for the Holiday Light Display at Centennial Park - \$2,500.00
 - e. Façade Grant Program
 - i. Sammy’s Slots Downtown – Façade Grant – Project complete, approve payment of matching funds in the amount of \$5,000.00
 - f. Northwest Illinois Film Office
 - g. Marketing/Advertising/Promotions
 - i. Northwest Quarterly article – Fall in Rock Falls
 - ii. Neighborhood Tourist Magazine – Focusing on Fall and the Lumberjack Show
 - iii. Sauk Valley Media – 3 month campaign – Fall in Rock Falls, Catfish Tournament, Lumberjack Show and Eagle Trail
 - h. Hotels
5. New Business:
 - a. Placing a plaque at the home of the founder of Rock Falls
6. Old Business:
7. Committee Member Items
8. Adjournment

Next Regular Meeting: October 13, 2021 at 10:00 a.m.

Posted: September 3, 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.