

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

October 8, 2025

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 September 10, 2025, Tourism Committee Meeting
4. Tourism Committee updates:
 - a. Blackhawk Waterways
 - b. Rock Falls Chamber – Sam Kersey
 - c. Tourism Director – Updates:
 - i. Visit NW IL Annual Dinner – September 25, 2025
 - ii. Taco Throwdown Festival – September 26, 2025
 - iii. Lumberjack Show at Selmi’s – October 4, 2025
 - iv. Spooktacular Halloween Lighted Golf Cart & UTV Parade – October 18, 2025
5. Rock Falls Tourism Grants:
 - a. Rock Falls Chamber of Commerce – Hometown Holidays – Requesting \$1,000.00
6. Façade Grants
 - a. VFW Post 5418 – Requesting \$957.00
7. Marketing
 - a. Facebook
 - b. Instagram
 - c. Tic Tok
 - d. Website
 - e. Publications
 - f. TV
 - g. Radio
8. Old Business
 - a. Façade Grant Revisions approved by City Council
9. New Business:
 - a. Pole Banners
10. Hotels
11. Committee Member Items
12. Adjournment

Next Regular Meeting: November 12, 2025

Posted: October 3, 2025

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.