

# City of Rock Falls

603 W. 10<sup>th</sup> 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

November 12, 2025

10:00 a.m.

Council Chambers

603 W 10<sup>th</sup> Street

Rock Falls, IL 61071

### AGENDA

1. Call to Order
2. Audience Requests
3. Approve Minutes of the October 8, 2025, Tourism Committee Meeting
4. Tourism Committee updates:
  - a. Blackhawk Waterways
  - b. Rock Falls Chamber – Sam Kersey
  - c. Tourism Director – Updates:
    - i. Spooktacular Halloween Lighted Golf Cart & UTV Parade – October 18, 2025
    - ii. Halloween House Decorating Contest
    - iii. Winter Wonderland House Decorating Contest (aka Tour of Lights) / Rock Falls businesses Window Decorating Contest
    - iv. Kayak and Bike Rentals
    - v. Sponsorship thank you's and campaign for 2026
    - vi. Meetings Attended:
      1. All things Carroll County Tourism
      2. Illinois Main Street Conference in Dixon
5. Rock Falls Tourism Grants:
  - a. Rock River Hospice & Home – Festival of Trees – Requesting \$1,000.00
6. Marketing
  - a. Facebook
  - b. Instagram
  - c. Tic Tok
  - d. Website
  - e. Publications
  - f. TV
  - g. Radio
7. Old Business
  - a. Pole Banners – Hometown Heros

8. New Business:
  - a. Projected Rock Falls Tourism events for 2026:
    1. **February 7** – Flock to the Rock – Hoo Haven, Native Indian presentation, Robert Storn ice sculptor, Bats Incredible
    2. **June 6** – Bellson Music Fest – 4 bands and drum clinic
    3. **June 14** – Flag Day, sent a request to 144<sup>th</sup> National Guard Military Band. If they come, then we will be looking at a few other things to incorporate into the day like a flag ceremony, ice cream social, etc.
      - a. This event is planned for **America’s 250<sup>th</sup> Celebration!**
    4. **End of June/first of July** – Independence Day Celebration – have to wait for Sterling/Rock Falls Jaycees to get back with date they are doing fireworks. Looking at doing some extra stuff for **America’s**
      - a. **250<sup>th</sup> Celebration**
    5. **July/August ??** – 80s Band as requested by the public, food vendors and business vendors
    6. **August 14-16** – Aqua Festival in conjunction with Rock Falls River Chase. We have a team working on event ideas.
    7. **August 29** – Art in the Park Sculpture Walk and Outdoor Art Gallery with possible wine tasting/sales
    8. **September 25** – Taco Throwdown Festival with ZOWA Live, taco eating contest, etc.
    9. **October 3** – Lumberjack Show (co-op with Selmi’s again). Will also have Women’s Skillet Throwing contest
    10. **October 17** – Spooktacular Halloween Lighted Golf Cart/UTV Parade and some extra fun things in the afternoon before the parade
    11. **October** - Halloween House Decorating Contest
    12. **December** – Winter Wonderland House Decorating Contest and Business Window Decorating Contest
    13. **November/December** - Holiday Light Display @ Centennial Park (co-op with Coloma Park District)
  - b. Working on getting a Revolutionary War Reenactment possibly for **Americas 250<sup>th</sup> Celebration.**
9. Hotels
10. Committee Member Items
11. Adjournment

Next Regular Meeting: January 14, 2026

Posted: November 7, 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.