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

November 18, 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 October 14, 2026, Tourism Committee Meeting
4. Tourism Committee updates:
   a. Visit NW Illinois
   b. Rock Falls Chamber
   c. Tourism Director – Updates:
      1. Spooktacular Halloween Lighted Golf Cart & UTV Parade
      2. Halloween House Decorating Contest
      3. Kayak and bike rentals
      4. Winter Wonderland House Decorating Contest
      5. Winter Wonderland Business Window Decorating Contest
      6. Holiday Light Display at Centennial Park
      7. Sponsorship thank you' s and 2027 campaign
      8. Meeting attended: Annual Visit Northwest IL meeting
      9. Slide show presentation of "Looking back at 2026 – Rock Falls Tourism"
5. Façade Grants:
   a. Selmi's Formal Wear – 105 W 2nd Street – Submittal for Reimbursement - $5,000.00
   b. Selmi's Formal Wear – 101 W 2nd Street – Submittal for Reimbursement - $3,250.00
6. Marketing
7. Hotels
8. New Business:
   a. Interstate 88 Billboard
   b. Projected Rock Falls Tourism Events for 2027
9. Committee Member Items
10. Adjournment

Next Regular Meeting: December 9, 2026
Posted: November 13, 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 Bryan Plummer, 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.