



**MINUTES OF FEBRUARY 11, 2022
9:00 A.M. (VIRTUAL)
TOURISM RESERVE FUND COMMITTEE MEETING**

The Tourism Reserve Fund Committee Meeting was held "Virtually" via ZOOM on February 11, 2022 in Peoria, IL 61602. The TRF meeting was called to order at 9:01 A.M. by Chairman JD Dalfonso.

1. Roll Call:

Present: JD Dalfonso, Sid Ruckriegel, Dan Kouri, Marwin Spiller, Timothy Spears,

Absent: Kiran Velpula, Patrick Urich

Others Present: CJ Goddard, Angela Washington

2. Approval of Minutes:

A motion was made by Sid Ruckriegel and seconded by Dank Kouri to approve the October 8, 2021 meeting minutes, all in favor, opposed by none, approval unanimous.

3. Financial Report:

Angela Washington, Finance Manager replacing Shaun Schoonover provided an overview of the Financial Report. Local Fund has a projected 2021 year-end balance of \$100,033.

The Convention/Tourism Business Fund has a projected 2021 year-end balance of \$55,643.

The Peoria Marketing Fund has a projected negative balance of \$56,547.

Amusement tax comparing 2021-2020 is up 14 percent. Compared to pre-pandemic in 2019 still down 25.77 percent.

Gross Hotel Motel tax numbers comparing 2021-2020 is up 13.7 percent. Compared to pre-pandemic 2019 still down 39.30 percent.

Restaurant tax is doing better compared to 2021-2020 is up 24.62 percent. Compared to pre-pandemic 2019 is down a little over one percent.

Restaurant tax is 20 percent higher than last year and down 20 percent vs. 2019 and is improving.

Dan Kouri asked if they are able to make the bond payments for the Peoria Civic Center and are they still finding what they fund us. Angela replied yes, just depends upon receipts and hard to predict Hotel Motel, Amusement bouncing back or not, so far so good and Restaurant is coming along.

JD Dalfonso impressed upon the recovery for Restaurant tax. Industry numbers reflect longer recovery for hotels and projecting a 2024 recovery time for the State of IL. Also, spoke upon seeing a projection of business interest in March of this year coming down to Peoria area from the Chicago Suburbs, due to their restrictions. Cross over needs may be fulfilled from the long-term recovery and time will tell the impact.

The Financial report was approved by Roll Call Vote: Passed unanimously.

Motion to Approve: by Dan Kouri, seconded by Timothy Spears.

Motion carried unanimously.

4. Items for Approval

4a. Local Fund Application

- Peoria Art Guild 2022 - \$5000

Total Amount Requested: \$5000 - Total Granted: \$2500

Shannon Cox with Peoria Art guild explained how they would like to develop a great marketing fund to attract people to their Sculpture Walk. Currently transitioning the Sculpture Walk Event under their umbrella from Arts Partners to Peoria Art Guild. Will have the same number of sculptures that Art Partners has recommended, not making a lot of changes to the event. It's been a great event so far, so no need to change it. Asking for assistance due to the pandemic and mini occurrences, harder for sponsorships, cost of shipping sculptures for artists has gone up. Arts Partners is mentoring Peoria Art Guild and reaching out to artists that are closer. De-installing sculptures in April, new sculptures installed May 20th with opening May 21st.

Sid Ruckriegel asked if there is a current fundraising status for the sculptures coming and where things stand from previous budget. Shannon shared they are down \$10-12,000 based on Arts Partners previous budget but they are doing ok, and the event will be a success. Sid also asked if besides budget if able to get actuals. Shannon said they provided both and have letters out still, may still be seeing some funds coming in. May also do some fundraisers.

Dan Kouri asked for information regarding the marketing app they will be using. Shannon believes the app is beneficial while viewing with a QR code and walking up to each sculpture it will share information regarding it and the artist. Also have video on the website.

JD Dalfonso asked Shannon if they anticipate this being an ongoing request for funds. Shannon doesn't think so. The event will be every two years and this gives them time for fundraising and thinks they can get the program up and running without additional help and will be working with social media campaigns and wants to do radio advertisement. JD Dalfonso said Discover Peoria can offer to work with and provide advertisement along side of Peoria Art Guild to assist and give the TRF Committee a recap afterward along with Shannon Cox who will provide market reviews.

Motion to approve for \$2500 by Sid Ruckriegel, Seconded by Timothy Spears and Dan Kouri at the same time. Motion carried unanimously.

4b. Local Fund Application

- Peoria Riverfront Association 2022 - \$14,600

Total Amount Requested: \$14,600 - Total Granted: \$6600

Jim Helms with Peoria Riverfront Association requesting two items – Advertising/Media-Social Media for \$6,600 and \$8000 for used trailer. Not worth renting a building space due to loading and reloading chairs, tables, and pop-up tents that they provide for vendors and have outgrown existing trailer they use. This is their 19th season, draw up to 5000 people on a given Saturday downtown and trying to increase that number. Jim said they receive no city funding, no tax revenue coming in, so they're a non-profit.

Dan Kouri asked how many vendors at their events. Jim shared 60-65 vendors in the spring with up to 100 vendors due to farmer produce increase in July and August. The market goes for 19 weeks and pay minimal fees. Dan Kouri expressed what a great job they do but cannot support the cost of trailer based on that money is to go towards marketing not equipment. Dan calculated 19 weeks x 75 vendors at \$10 per spot, would give possibly \$14,600 to purchase a new trailer. Dan said maybe the city could possibly help.

Sid Ruckriegel will circle back around and check with the city to see if there are certain grants that may help and maybe not necessarily with the city function, we could put the two together. Dan Kouri said that would be good if the city could help out in that respect.

Timothy Spears agreed with Dan Kouri's comment and agreed not the best place to fund capital expenditure but supports the full asking of \$6600.

Motion to Approve by Timothy Spears, seconded by Sid Ruckriegel. Motion carried unanimously.

4c. Convention/Tourism Business Fund

- Markiewicz 2023 Spring Forward - \$27,300

Total Amount Requested: \$ 27,300 - Total Granted: \$0 (Request no longer needed)

JD Dalfonso said this is being removed because they are outgrowing Peoria and are moving on to bigger markets due to their success and growth.

5. Unfinished Items: Timothy Spears asked if we need to correct amount in marketing fund or can it just carry over a negative balance. Angela Washington said it is a projection and will confirm with previous Finance manager Shaun Schoonover. When looking at history it was negative in previous years as well. Dan Kouri shared in history they have shifted money from one fund to another. Timothy Spears not opposed to no action and Angela will get solutions reported back from Shaun next meeting.

6. New Business: None.

7. Public Comments: None

8. Adjournment: A motion to adjourn was made by Dan Kouri and seconded by Timothy Spears. Motion carried unanimously.

The next meeting is scheduled for April 8, 2022