



MINUTES OF JUNE 10, 2022
9:00 A.M. (VIRTUAL)
TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held “Virtually” on June 10, 2022. The TRF meeting was called to order at 9:06 a.m. by Chairman J.D. Dalfonso.

1. Roll Call:

Present: J.D. Dalfonso, (Non-Voting); Timothy Spears, (Voting); Marwin Spiller, (Voting); Dan Kouri, (Voting); Kiran Velpula, (Voting)

Absent: Patrick Urich, (Non-Voting); Sid Ruckriegel, (Voting)

Others Present: Angela Washington, Beth Reusch; CJ Goddard

2. Approval of Minutes:

Approval of May 13, 2022, minutes deferred to next meeting.

3. Financial Report:

Angela Washington, Finance Manager gave an overview of the financial report. We have one loan application that was deferred from last month and comes from the Local Fund.

Local Fund:

\$153,533 year to date and includes one loan application.

Convention / Tourism Business Fund:

\$21,268 year to date.

Peoria Marketing Fund:

\$2,775 year to date and this campaign is permanently stopped. Angela asked what will become of the balance and J.D. commented the fund is dependent on hotel tax directly. PACVB will piece together and propose ways to market Peoria in August with these funds on other mechanisms, no plans as of today. April was strong in hotel, restaurant and amusement tax, no fee particularly since 2019 for recovery trend based off store forecast and actual occupancy. J.D. is optimistic we will see growth throughout the year.

Timothy Spears moved to receive and file. 2nd by Dan Kouri.

The Financial report was Approved by Roll Call Vote: **Passed**

- o Yeas: Marwin Spiller; Kiran Velpula
- o Nays: None
- o Motion passed unanimously.

4. Items for Approval

4a. Local Fund

Unity Point Red, White and Boom 2022

Total Amount Requested: \$15,000

Mike Wild with Midwest Communications commented this is not a money maker perspective, but a labor of love and quality of life for the area and believes it will also bring some tourism for this event as well. People will eat in restaurants. Next year will be even more expensive venture for the same quality event. This year we had a lot of leftovers due to cancellations over the last few years and so we will now need to step up our fund raisers. Most fireworks come from China and is three times more expensive. We work to stay ahead of it and appreciate the City of Peoria's contributions for the event.

J.D. commented a lot of excitement on both sides of the river for this event. Marwin Spiller asked if any activities planned around the fireworks. Mike Wild responded there will be music with small concerts and regional bands coming for Friday and Saturday night. Will also be adding something new this year, a C130 will fly over from the 182nd Will also be putting a focus on first responders, health care workers and military. There will be a social media campaign with short interviews from each of these. Someone from the 182nd will come out and sing the anthem at the event. Recognition of the emergency vehicles will light up all the blue lights. Trying to make it special for these groups of people as well.

Timothy Spears moved to approve to fund up to \$15,000 to match East Peoria, 2nd by Dan Kouri.

Approved by Roll Call Vote: **Passed**

- o Yeas: Marwin Spiller; Kiran Velpula
- o Nays: None
- o Motion passed unanimously.

5. Unfinished business: None

6. New business: None

7. Public Comments: None

8. Adjournment

A Motion to adjourn was made by Dan Kouri and 2nd by Marwin Spiller.

Motion carried unanimously.