



MINUTES OF MAY 13, 2022
9:00 A.M. (VIRTUAL)
TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held “Virtually” on May 13, 2022, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The TRF meeting was called to order at 9:02 a.m. by Chairman J.D. Dalfonso.

1. Roll Call:

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

Absent:

Others Present: Angela Washington; Beth Reusch; CJ Goddard

2. Approval of Minutes:

A motion was made by Sid Ruck Riegel and 2nd by Marwin Spiller to approve the March 11, 2022, meeting minutes.

Approved by Roll Call Vote: **Passed**

Yeas: Dan Kouri, Timothy Spears, Kiran Velpula

Nays: None

Motion passes unanimously

3. Financial Report:

Angela Washington, Finance Manager gave an overview of the financial report. She reported we have four application requests this month coming from the Local Fund totaling \$38,000.

Local Fund:

Projected balance for the End of the Year: \$143,033 includes the local applications.

Convention / Tourism Business Fund:

Projected balance for the End of the Year: \$21,268

Peoria Marketing Fund:

Projected balance for the End of the Year: \$2,775

Angela mentioned since campaign was closed it puts it at a small balance of the \$2,275. J.D. noted it was decided at the March 11, 2022, meeting to permanently stop this campaign. Will halt any spending of this fund until we head into the new fiscal year, with the pool being so low. Due to recalibration and strategy along with the fiscal responsibility, reflected in what is shown here today.

Angela said HRA comparison from January 2021 to April 2022 from last year to this year for hotel motel, increase of 58%. Were still down in comparison to before pandemic with reflection to 2019 numbers. Were still down about 33% for hotel and same for restaurant comparing to 2021 January to April 2022 up 6% before pandemic still down approximately 4%. Amusement the same comparison increases of 39 percent but still down 3% compared to before the pandemic. Marketing Fund is still up and down.

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

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

- ☐ Yeas: Marwin Spiller; Kiran Velpula, Sid Ruckriegel
- ☐ Nays: None
- ☐ Motion passed unanimously.

4. Items for Approval

4a. Local Fund

1-Unity Point Red, White and Boom 2022

Total Amount Requested: \$15,000

Submitted by Mike Wild with Midwest Communications. Previous request for this was \$12,000. This event hasn't been in existence for the last few years. Mike isn't present today. Dan Kouri asked if East Peoria has any participation, J.D. added Peoria normally matches E.P.

Sid Ruckriegel requested to defer sponsorship until next month. Dan Kouri 2nd the deferral.

- ☐ Yeas: Timothy Spears, Marwin Spiller, Kiran Velpula
- ☐ Nays: None
- ☐ Motion to defer passed unanimously.

Local Fund

2-Freedom Fest Juneteenth

Total Amount Requested: \$10,000

Pastor Irene not on the call with Southside Community Center to discuss this event. Patrick Urich recommended moving this application due to time constraints, to the end of today's applications and still up for consideration at the end of the 4a agenda.

Patrick Urich requested to move to end of agenda for discussion 2nd by Kiran Velpula

Approved by Roll Call Vote: **Passed**

- ☐ Yeas: Marwin Spiller; Sid Ruckriegel, Dan Kouri, Timothy Spears
- ☐ Nays: None
- ☐ Motion passed unanimously.

Local Fund

3-Juneteenth

Total Amount Requested: \$5,000

Submitted by Marc Supreme. Last year Juneteenth was something Marc put together with his friend Greg and together through sponsorship would like to run the same thing again this year. Marc put up \$5000 and his friend Greg put up \$3000 and they were able to through sponsorship get most of that back. They would like to have the same infrastructure and support again this year with paid help, volunteers, staff, and security because they are anticipating over 3500 people attending. It was well organized and want to be able to provide that again and make sure it's as good as last year, if not better. They are anticipating 4 to 6 vendors. The Fry Spot on Prospect, a Mexican restaurant, All in Kitchen Catering, Yeni's Palarte Mexican Ice Cream. A Fashion Show and vendor tables and resource tables for Peoria. There will be no alcohol and the event will be held at John H. Gwynn Jr. Park-Carver Center. There will be a bouncy House for kids, basketball court space, and Nascar space too.

Sid Ruckriegel moved to approve and 2nd by Marwin Spiller

Approved by Roll Call Vote: **Passed**

- o Yeas: Timothy Spears, Dan Kouri, Kiran Velpula
- o Nays: None
- o Motion to defer passed unanimously.

Local Fund

4-Steamboat Classic

Total Amount Requested: \$8,000

Steamboat Classic request for \$8000 by Phil Lockwood who submitted application, not present today, is requesting \$4000 for marketing and \$4000 for City Service Fees. Patrick Urich commented policy decision made by City Council to charge events for closing streets. It was a policy decision made by the City Council. Dan Kouri commented dollars are to promote Peoria and we shouldn't use tax dollars to shut down streets. Patrick agreed with Dan and said the event will make \$31,000 according to their own budget. We will provide marketing. This is a big event for Peoria, we will give \$2500 as a contribution for marketing with appropriate signage to partnership alongside the city of Peoria.

Tim Spears moved to approve and 2nd by Patrick Urich

Approved by Roll Call Vote: **Passed**

- o Yeas: Marwin Spiller, Dan Kouri, Sid Ruckriegel, Kiran Velpula
- o Nays: None
- o Motion to defer passed unanimously.

Local Fund

3-Revisiting Freedom Fest Juneteenth

Total Amount Requested: \$10,000

Freedom Fest Juneteenth is requesting \$10,000. Last year we supported this event and the Juneteenth Event at \$2500 each. They are two different events, two different applications and two different organizations. Kiran Velpula said we are providing enough budget for what is being proposed.

Kiran Velpula moved to approve and 2nd by Marwin Spiller

Approved by Roll Call Vote: **Passed**

- o Yeas: Timothy Spears, Dan Kouri, Sid Ruckriegel
- o Nays: None
- o Motion to defer passed unanimously.

5. Unfinished business: Patrick Urich said we have talked through some of the longer-term challenges from a capital standpoint and the needs the Peoria Civic Center will have and the future of HRA tax dollars and good to start conversation and thought good opportunity to bring legislators through the Civic Center and for them to see some of the capital need the Civic Center is facing waiting on the 25 million State Grant. Sid Ruckriegel deferred maintenance may help on cash flow but in the long run it does catch up and costs much more in the long run. He mentioned we are appreciative of the money coming out of Springfield and look forward to the day it arrives.
6. New business: Sid Ruckriegel would like to see clarification added on the application for applicants as to how will dollars be used to market Peoria. Marwin Spiller asked how easy it is to get the access to city logo and consistency if using the city logo with the bureau. J.D. Dalfonso agreed and has an entire department that works a long side of the applicants. He has experts on staff to provide their assets and guide on the process along with logos, verbiage, videos, and something worth mentioning in the application process going forward. PACVB has the pdf's that they can edit, make the needed changes, and bring back to the table for review in the future.
7. Public Comments: None
8. Adjournment

A Motion to adjourn was made by Dan Kouri and 2nd by Patrick Urich.

Motion carried unanimously.