



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

The **Tourism Reserve Fund Committee Meeting** was held “Virtually” on September 9, 2022, at City Hall, 419 Fulton Street, Peoria, Illinois 61602 and by Zoom. 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); Sid Ruckriegel, (Voting); Kiran Velpula

Others Present: Angela Washington; CJ Goddard; Bobbi Moreland

2. Approval of Minutes:

A motion was made by Sid Ruckriegel and 2nd by Timothy Spears to approve the August 12, 2022, meeting minutes.

- o Yeas: Dan Kouri, Marwin Spiller, Kiran Velpula
- o Nays: None
- o Motion passed unanimously

3. Financial Report:

Angela Washington, Finance Manager gave an overview of the financial report. She reported she had misinterpreted the Peoria Marketing Fund had been stopped vs. put on hold and has made revisions for August 12 financials and are as follows.

Local Fund Balance is \$156,333 and includes the three local applications from last month of \$17,000, the difference is the change of the \$12,000 for Red, White and Boom Event that had not been paid out. That was the revision on the Local Fund.

Convention and Tourism Fund which is also known as the 10% fund remained the same at \$39,718. The ultimate change was for the Peoria Marketing Fund, estimated funding and what has already been funded as of August 12 included \$73,050 and estimated funding was \$71,441 for August 12. The Local Fund balance is \$145,733 which includes today's request of \$800 for the Too Sophisticated Too Ratchet Art Fair and the Convention/Tourism Fund at \$37,218 which included the Farm Show applications of \$2,500.

Peoria Marketing Fund is estimated at \$129,405 until the end of year.

HRA gross sales report that compares current year month to prior year to date. Amusement Park comparison reporting month of July with gross sales at 2.9 million dollars. And where we stand going backwards compares but gives a much better picture of gross sales. For 2021 at 7.7 percent and 2020, we were at 37.22 percent. No further comments received regarding the financials.

A motion was made by Timothy Spears and 2nd by Marwin Spiller to approve the financials.

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

4. Items for Approval:

Local Fund Application

4a. Too Sophisticated Too Ratchet Art Fair request for \$800. Gregory Wilson spoke regarding this being their second year doing the art show casing art and music with a contemporary approach. There will be a fashion show, live pottery, tattoo artist and over 34 artists signed up from Bloomington, Springfield, Rockford, Decatur, and many from the Chicago area. To spread awareness to Central Illinois there are several sponsors for the event and approval of this application will contribute as well. Last year the event brought a lot of people to our city and anticipate several more coming to the event this year from all over and plan to duplicate the size. The venue will be held by Premier Events and Entertainment Center located on Dries Lane.

A motion was made by Marwin Spiller and 2nd by Sid Ruckriegel to approve the \$800.

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

Convention/Tourism Fund

4b. Farm Show request for \$2500. Sponsorship from Discover Peoria with the Farm Show at the Pier Marquette. This will be the 41st year for the Farm Show and has been held in Peoria since 1991. It is the largest in door Farm Show in Illinois covering over 150,000 square feet of space in the Peoria Civic Center for agricultural exhibits and for multiple days. Looking to sponsor the reception at Pere Marquett as they will be in the ball room, they have used the space there in 2016, 2018, 2019, and 2021. They have requested 360 hotel rooms @ \$129 rate.

J.D. Dalfonso mentioned they have been great partners with Peoria Civic Center and Discover Peoria. Looking forward to sponsoring them as they have also looked at other locations and still coming back to Peoria. Discover Peoria would like to continue to build on the sponsorship with them. The event will be Monday through Friday, November 28 through December 2, 2022.

A motion was made by Timothy Spears and 2nd by Dan Kouri to approve the \$2500.

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

5. Unfinished Items: None

6. New Business: None

7. Public Comments: None

8. Adjournment:

A Motion to adjourn was made by Timothy Spears and 2nd by Sid Ruckriegel.

Motion carried unanimously.