



MINUTES OF AUGUST 12, 2022
9:00 A.M. (VIRTUAL)
TOURISM RESERVE FUND COMMITTEE MEETING

The **Tourism Reserve Fund Committee Meeting** was held “Virtually” on August 12, 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); Sid Ruckriegel, (Voting)

Absent: Kiran Velpula

Others Present: Angela Washington; CJ Goddard; Jim Scroggins, Treasurer of East Bluff Community Center; Kerri Jones Executive Director East Bluff Community Center

2. Approval of Minutes:

A motion was made by Sid Ruck Riegel and 2nd by Timothy Spears to approve the May 13, 2022, meeting minutes.

- o Yeas: Dan Kouri, Marwin Spiller
- o Nays: None
- o Motion passes unanimously

A motion was made by Timothy Spears and 2nd by Marwin Spiller to approve the June 10, 2022, meeting minutes.

- o Yeas: Dan Kouri, Sid Ruckriegel
- o Nays: None
- o Motion passes unanimously

3. Financial Report:

Angela Washington, Finance Manager gave an overview of the financial report. She reported we have three application requests this month with the following summary:

Local Fund:

Projected balance for 2022: \$151,333 includes the \$17,000 total of today’s three applications.

Convention / Tourism Business Fund:

Projected balance for 2022: \$39,718.

Peoria Marketing Fund:

No requests for this fund. Finance Manager Angela Washington apologized and had misinterpreted email from PACVB, thought this fund was permanently stopped by the board and therefore hasn't been including any funding levels, will revisit and update the board at next month's meeting.

J.D. Dalfonso said the funds were just being conserved so it wouldn't drop into the red and said the Peoria Marketing Fund is based on hotel tax directly with some recovered and some not.

Timothy Spears recommended since Peoria Marketing Fund numbers need to be updated requested motion to defer be made. J.D. Dalfonso agreed.

Timothy Spears made motion to defer 2nd by Sid Ruckriegel.

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

4. Items for Approval:

4a. Local Fund Application

- Fine Art Fair
Total Amount Requested: \$10,000

J.D. Dalfonso explained Shannon Cox has made this re-occurring request from us in the past. Support for the Art Fair typically applies for each year support of print materials. J.D. has received emails regarding and Shannon does good follow-up with the committee in the past.

Sid Ruckriegel said this event at the Riverfront has been on going for many years, would like snapshots of proof where are logo is placed on brochures and would like to defer until further discussion. J.D. Dalfonso said he has seen samples and will do follow-up with Shannon Cox.

Timothy Spears asked if budget to go with packet. J.D. Dalfonso checked. \$2500 was given to them in the past and J.D. confirmed it was one time ask for Sculpture Walk and was informed by Shannon Cox not re-occurring.

Dan Kouri motion made 1st to approve \$5,000 to be received and 2nd by Sid Ruckriegel.

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

4b. Local Fund Application

- Run the Bluff
Total Amount Requested: \$5,000

Jim Scroggins the Treasurer of East Bluff Community Center and Kerrie Jones the Executive Director of East Bluff Community Center have two-fold event request to help offset operational costs for the Center itself and highlight all the positive things going on in the East Bluff. The purpose is to get the East Bluff Community and people from outside the community and show it's a good place to be and good things are happening. Will run through the neighborhood showing the highlights of the community, running by the park, OSF Hospital and back to Community Center Day of event. Kerrie Jones said it is a good place to be and a lot of good things are going on in the community. With this being the first year for the run we are hoping to see change. We don't see a huge influx of hotel usage this year, hoping this will be good for tourism in the future. Peoria would be a title sponsor if request is granted.

Sid Ruckriegel said technically with this being the first run and to be able to add the other special events such as the Pancake breakfast and touring the East Bluff Community Center this will be a nice addition and marry bringing Peoria back to the area and some of the good work that is going on in our East Bluff Community. Jim and Kerrie both shared there will be additional activities after the run with music and community party along with inflatables for kids. Don't have to come out to run you can still come and experience some of the other activities going on as

well around the East Bluff. Registration is \$30 for the 9 a.m. run at Race Roster online. J.D. Dalfonso will help advocate through newsletter and calendar of events to help advocate registration.

Marwin Spiller made 1st motion to approve 2nd by Sid Ruckriegel for amount requested of \$5,000.

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

4c. Local Fund Application

- RiverCity Classic
Total Amount Requested: \$2,000

Committee member Marwin Spiller was involved with this application event. The event occurred the weekend of July 30. This event was initially organized by the MSBL due to the MSBL not able to plan it out, Marwin and others funded it so it wouldn't be cancelled. Approximately 30 teams from around the Midwest and with a large share from the St. Louis, Wisconsin and Indiana area attended, only had one local team. We are withdrawing the application since we haven't reached the number of teams we planned and will put better marketing in place and spread the word for next year. We still secured 54 hotel rooms at the Pere Marquette and 36 hotel rooms at 4 Points Sheridan which was certainly a good economic impact for Peoria. J.D. Dalfonso agreed to review the event and work along side to prepare for the event next time and room for growth, along with getting the application in and submitted in advance so we can approach this a couple of months in advance.

City Manager Ulrich moved for withdrawal and motion was 2nd by Dan Kouri

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

5. Unfinished Items: None

- 6. New Business** City Manager Patrick Ulrich made recommendation in order to promote tourism and help hotel tax would be to replenish Tourism Reserve Fund with \$450,000 moving funds from Economic Development this would help grow hotel stays in our region. This will go before council, and they will make the decision based on the recommendation.

J.D. Dalfonso commented PACVB working together with the City and keeping close look at recovery funds being used in the right direction, will report not only quarterly but monthly now targeting what's good for the Civic Center and our hotels.

7. Public Comments: None

8. Adjournment

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

Motion carried unanimously.