



**MINUTES OF NOVEMBER 18, 2022
9:00 A.M. (VIRTUAL)
TOURISM RESERVE FUND COMMITTEE MEETING**

The **Tourism Reserve Fund Committee Meeting** was held “Virtually” on November 18, 2022, via Zoom. The TRF meeting was called to order at 9:01 a.m. by Chairman J.D. Dalfonso.

1. Roll Call:

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

Others Present: Angela Washington; Michelle King; CJ Goddard

Absent: Council Member Kiran Velpula, (Voting)

2. Approval of Minutes:

A motion was made by Council Member Sid Ruckriegel and 2nd by Marwin Spiller to approve the October 14, 2022, meeting minutes.

- Yeas: All
- Nays: None
- Motion passed unanimously

3. Financial Report:

Angela Washington, Finance Manager gave an overview of the financial report.

Local Fund Balance year-to-date balance \$135,733 with approval of funds request for local Santa Claus Parade.

Convention and Tourism Fund year-to-date balance stands at \$37,218 with no requests for funds.

Peoria Marketing Fund year-to-date balance \$185,194 with no requests.

Angela noted the HRA gross sales report 2021 vs. 2022 current numbers are continuing to look positive this month as included in the report.

A motion was made by Dan Kouri and 2nd by Tim Spears to approve the financials, with an adjustment to the Fund Summary page putting the requests being considered for \$10,000 in Local Fund vs. \$20,000 in Convention/Tourism Fund.

- Yeas: All
- Nays: None
- Motion passed unanimously

4. Local Fund:

Local Fund Event

4a. Santa Claus Parade for \$10,000.

J.D. Dalfonso shared the event is in it's 135th year and has received the Tourism Reserve Fund Application from Susie Stockman with Peoria Area Community Events (PACE). Dan Kouri would like to approve if based on a promotional sponsorship. Council Member Sid Ruckriegel would also like to approve with a promotional sponsorship and still receive details back of signage, logos, etc., to be negotiated between Discover Peoria (Peoria Area Convention & Visitors Bureau) and PACE to get as much coverage as possible with local tax dollars being reinvested back into the city of Peoria. This will also promote National presence of being the longest running Santa Parade in existence for the City of Peoria.

A motion was made by Council Member Sid Ruckriegel and 2nd by Dan Kouri to approve for up to \$10,000.

- Yeas: All
- Nays: None
- Motion passed unanimously

5. Unfinished Items: None

6. New Business: None

7. Public Comments: None

8. Adjournment:

A Motion to adjourn was made at 9:21 a.m. by City Manager Patrick Urich and 2nd by Timothy Spears.

Motion carried unanimously.