



**MINUTES OF JANUARY 20, 2023
9:00 A.M. (VIRTUAL)
TOURISM RESERVE FUND COMMITTEE MEETING**

The Tourism Reserve Fund Committee Meeting was held “Virtually” on January 20, 2023, via Zoom. The TRF meeting was called to order at 9:05 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); Council Member Sid Ruckriegel, (Voting)

Others Present: Angela Washington; Michelle King; CJ Goddard; Nikki Romain

Absent: Dan Kouri, (Voting); Council Member Kiran Velpula, (Voting)

2. Approval of Minutes:

A motion was made by Timothy Spears and 2nd by Council Member Sid Ruckriegel to approve the November 18, 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 includes revised November 18, 2022, financial report for Santa Claus Parade. The revisions show \$10,000 moved from Convention/TRF to the Local Fund. Today's financials are three (3) requests showing two for Local Fund totaling \$10, 000. Art Inc., and Hoop It Up! at \$5,000 each. Including those requests year-to-date balance is \$215,733.

Convention and Tourism Fund year-to-date balance stands at \$52,218 with no requests for funds.

Peoria Marketing Fund year-to-date balance \$340,546 does include today's request of \$6,000.

A motion was made by City Manager Patrick Urich and 2nd by Timothy Spears to approve the financials.

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

4. Local Fund:

Local Fund Event

4a. Art, Inc. for \$5,000.

Nikki Romain discussed the application for "That's What She Said". Launched here last year, 2nd year here. Originated in Champaign, is a show where local women develop and share their stories, sponsored by Commerce Bank with 11 women sharing their lives on a stage. The show runs late, and people do stay over at hotels. Nikki wants to market more with fliers and radio advertisement in Springfield, Bloomington, Champaign, Peoria, and surrounding areas. This will be a new expense for this event. Art, Inc. produces this show. This event goes all over. There is a following and the men and women caravan around to other shows in Bloomington, Champaign, and several other towns. J.D. Dalfonso confirmed there is a following that comes from outside the Peoria area to see the show. Timothy Spears asked if tickets are sold and how much they make in revenue for the show. Nikki Romain shared the budget was \$12,500 for last years expenses. Guest list of 230 people attended. This year the event will be held March 4, 2023, at 6:30 p.m. with a meet and greet afterwards with hors d'oeuvres.

A motion was made by City Manager Patrick Ulrich and 2nd by Marwin Spiller to approve for \$5,000.

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

4b. Hoop It Up! for \$5,000.

J.D. Dalfonso noted for the record that Marwin Spiller has ties to this event and will not be voting on it. April Tournament, Boys and Girls Divisions, Grades 4th – 12th, April 29-30, 2023. Marwin shared the tournament occurred last spring in April and plans to have two events with one in the spring and one in the summer this year. Last year had the RiverCity Classic in the summer with some success and several teams from outside the area. Plan is to grow this tournament to a signature National Tournament that will happen every spring and summer and bring teams from the Chicago, Rockford, Indiana, Missouri, and St. Louis areas. Would like to expand on marketing and make this successful for years to come. Last year had 1500-2000 people pass through the doors with limited resources. More knowledgeable now with what their doing to be successful this year. Request is for both tournaments spring and summer with multi team and local team discounts to get teams here and grow the tournaments. Average daily rate of \$140 for hotel stay of one night, overflow stayed in East Peoria, IL.

A motion was made by Council Member Sid Ruckriegel and 2nd by Timothy Spears to approve for \$5,000.

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

4c. USA Today Black History Ad \$6,000.

Request put in by the PACVB. Comes from VP of Marketing and J. D. Dalfonso. Black History Ad is looking to distribute over USA Today for February edition. Half page ad to circulate nationally to 159,233 print readers, 504,000 digital readers, and has an approximated daily readership of 2.6 million households. Looking to celebrate Black History Month by spreading awareness to Peoria's diverse and educated markets aligning with the PACVB target audience. Distribution demographics aligns with 4 of the 7 PACVB visitor target markets. Distribution demographics aligns with 2 of the 3 GP2030 relocation and talent attraction initiatives.

Tim Spears asked the reason for ½ page vs. full page advertisement. J.D. said could be changed and went with the template of existing ½ page ad that was used for a previous advertisement. Tim noted its great exposure for Peoria and would support \$10,000 for a full page. J.D. noted, if committee would like to support full page, he will get with USA Today to see if available to do adjustment for the \$10,000 full page advertisement.

A motion was made by Council Member Sid Ruckriegel and 2nd by Timothy Spears to approve for \$5,000.

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

5. Unfinished Items: None

6. New Business:

City Manager Urich shared Council voted to replenish the TRF Fund with \$450,000 American Rescue Plan Funds and we can discuss at next month meeting about what amounts we want to put in each of the three funds that we maintain. J.D. Dalfonso agreed and thanked City Manager Urich and Council Member Ruckriegel for the partnership with PACVB and has called on his team to have an eye on comprehensive marketing strategies and some other ideas to support business and tourism.

7. Public Comments: None

8. Adjournment:

A Motion to adjourn was made by Timothy Spears and 2nd by City Manager Patrick Urich.

Motion carried unanimously.