



**MINUTES OF FEBRUARY 10, 2023
9:00 A.M. (VIRTUAL)
TOURISM RESERVE FUND COMMITTEE MEETING**

The Tourism Reserve Fund Committee Meeting was held “Virtually” on February 10, 2023, via 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); Marwin Spiller, (Voting); Timothy Spears, (Voting); Council Member Sid Ruckriegel, (Voting); Dan Kouri, (Voting)

Others Present: Angela Washington; Michelle King; CJ Goddard; Bobbi Moreland, Kyle Bright Sharon Gramm

Absent: Council Member Kiran Velpula, (Voting)

2. Approval of Minutes:

A motion was made by City Manager Patrick Urich and 2nd by Timothy Spears to approve the January 20, 2023, meeting minutes.

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

3. Financial Report:

Angela Washington, Finance Manager gave an overview of the financial report. Today’s financials include four (4) requests.

Local Fund Balance Two (2) for the Local Fund totaling \$20,000. Peoria Riverfront Market for \$10,000 and Soul Fest for \$10,000. Including these requests year-to-date balance is \$195,733.

Convention and Tourism Fund One (1) request for SkillsUSA totaling \$10,000 with this request the year-to-date balance is \$42,218.

Peoria Marketing Fund One (1) request for Pole Banners totaling \$20,000 with this request the year-to-date balance is \$316,546.

A motion was made by Dan Kouri and 2nd by Marwin Spiller to approve the financials.

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

4. Local Fund:

Local Fund Event

4a. Peoria RiverFront Market – request for \$10,000.

Sharon Gramm with Peoria RiverFront Association shared the RiverFront Market is a weekly farmers' and artists' market featuring local produce, meats, cheeses, breads, baked goods, value-added products and handcrafted arts and crafts. The Market features over 100 vendors and highlights some of the best products our area has to offer. 2023 will mark the 20th season. The plan is to promote this special milestone through radio, billboards, and social media. Attendance continues to grow every year with an average of 4,000 to 5,000 people attending each Saturday. The number of vendors also continues to grow with a range of 75 to 115 each week. The past 2 years, we have had a waiting list for art/craft vendors. This is every Saturday morning from May 20 – September 30, 2023.

A motion was made by City Manager Patrick Urich and 2nd by Councilman Sid Ruckriegel to approve for \$10,000.

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

4b. Soul Fest request for \$10,000.

Kyle Bright, Peoria Park District Trustee and River City Soul Fest Chairman is pleased to present the 24th Annual River City Soul Fest. Peoria's original celebration of African American heritage through soul and R & B music, cultural food, as well as local vendors and informational booths. River City Soul Fest started in 1999 in hopes of providing a unique event that highlights African American culture and heritage through celebration and music. The event, held annually in early August on the Peoria RiverFront, is produced by the Peoria Park District, and consists of a volunteer planning committee. In 2023, the event will feature one day of R & B music and a second day of gospel music (Gospel Fest). Community vendors and booths on display also play an essential part of the festival each year. Past R & B headliners have included Boyz II Men, En Vogue, Blackstreet, Mint Condition, Ginuwine, Jagged Edge, JaRule & Ashanti, Dru Hill, Mya, and Brian McKnight.

A motion was made by Marwin Spiller and 2nd by Timothy Spears to approve for \$10,000.

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

4c. SkillsUSA request for \$10,000.

Bobbi Moreland, Director of Sales with Peoria Area Convention and Visitor's Bureau (PACVB) shared on behalf of SkillsUSA Illinois is a state and national membership association serving high school, college, and middle school students who are preparing for careers in trade, technical, and skilled service occupations, and for further education. SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. The event is April 27 – 29, 2023. The State Leadership and Skills Conference is the pinnacle conference for the students in SkillsUSA Illinois. Each year SkillsUSA Illinois heads to Peoria, IL for this showcase of career and technical education students.

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

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

4d. Pole Banners request for \$20,000.

J.D. Dalfonso, President, and CEO of PACVB gave the break down to highlight the streets of Peoria with Pole Banners. These light pole banners will become the default banners on light poles when not being rented. The banners will promote events happening in Peoria on the Discover Peoria Calendar of Events. The banner specifications are for 112 Light Poles with two banners per Pole at approximately \$90.00 per banner. Banner specification quantity is 112 light poles, 2 banners per pole totals 224 banners.

A motion was made by Marwin Spiller and 2nd by Council Member Sid Ruckriegel to approve for \$20,000.

5. Unfinished Items: None

6. New Business: None

7. Public Comments: None

8. Adjournment:

A Motion to adjourn was made by Dan Kouri and 2nd by Marwin Spiller.

Motion carried unanimously.