



MINUTES OF May 19, 2023
9:00 A.M.
TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on May 19, 2023, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The TRF meeting was called to order at 9:03 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); Bernice Gordon-Young, (Voting)

Others Present: Michelle King; CJ Goddard; Rod Jordan, Shannon Cox

Absent: Kiran Velpula, (Voting)

2. Approval of Minutes:

A motion was made by Dan Kouri and 2nd Patrick Urich to approve the April 14, 2023, meeting minutes.

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

3. Financial Report:

CJ Goddard, VP of Financing with Discover Peoria presented the financial report on behalf of Angela Washington in her absence.

Local Fund Balance year-to-date funding is \$22,50 with future funding at \$67,500. There are two pending payments - \$10,000 for Irish Festival and \$10,000 RiverCity Soul Fest and \$6,000 payment in 2024 with year ending balance \$182,733, with approval of today's two applications \$2,000 for Elks Lodge and \$10,000 for Peoria Art Guild Fine Art Fair, year-to-date balance will be \$170,733.

Convention and Tourism Fund beginning 2023 balance \$37,218 with approval of most grants not paid out yet leaves balance of \$17,218.

Peoria Marketing Fund year-to-date estimated balance of \$157,046 this is based on hotel tax.

HRA Gross Sales report compares 2023 vs. 2021 and 2022. Hotel motel restaurants are still on the positive side.

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

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

4. Items for Approval:

Local Fund

4a. Elks Lodge request for \$2,000.

Rod Jordan with Elks Lodge spoke regarding the event to be held June 14 – 18, 2023, at Four Points Sheraton Peoria. Event is expected to draw over 800 people. There will be four overnight stays with average hotel visitor rates being \$140 per night. The Illinois-Wisconsin State Convention is an annual event that he would like to see brought back to Peoria every year. The event was held in East Peoria last year with a nice turn out. They meet to select new leadership, strategically plan, and set the organization's agenda for the upcoming year and host the membership banquet. City of Peoria has been featured in all advertisement and promotion materials and is encouraging in over 30 cities. The Convention will utilize the hotel for all official meals, meeting room, and banquet hall. Attendees are encouraged to dine and shop here locally in Peoria. Rod mentioned again the goal is to have these here locally in Peoria going forward. Funds will be used for reception and welcome bags to promote Peoria. Convention is members only. The Elks Lodge is for anyone over 21. Patrick Urich shared the Convention Visitors Bureau can help with additional Peoria promotional materials if needed.

A motion was made by Dan Kouri and 2nd by Marwin Spiller to approve request for \$2,000.

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

4b. Peoria Art Guild request for \$10,000.

Shannon Cox shared this will be the 61st Peoria Art Guild Fine Art Fair. There will be over 130 artists participating from all over. The event will be held September 23-24, 2023. This event has drawn 8-10,000 people to our community in the past with visitors traveling from all over to attend. Sharon said they are working with hotels in the Peoria area to create blocks of rooms and special rates designated to the artists and tourists who will travel to our area for the fair. There is a housing block set up to track zip codes of attendance. Peoria Art Guild and Peoria Park District are partnering with Central IL Jazz Society to bring outstanding jazz group to perform on stage from 10 a.m. to 5 p.m. on Saturday, September 23. Performances will range from Big Band to Latin to Pop. Community Music Day will be Sunday, September 24 and feature local favorites such as Peoria Ballet, Bradley University Groove Project, and Nitsch Theatre Kids. There will be three wineries at the Fine Art Fair, Mackinaw Valley Winery from Mackinaw IL, Hidden Hills Winery and Vineyard from Galesburg, IL and Spoon River Junction Winery from Canton, IL will be featured at this year's event. Local food vendors will be on site as well. Will host the Community Mural project and the Kids Art Festival which will be FREE this year. The Sunshine Artist Magazine takes surveys from exhibiting artists to rank the fairs in the nation. The Peoria Art Fair ranked #20 in the nation in 2020 and were also ranked #2 in the Midwest Art Fairs in 2019 which will be FREE this year. The local marketing efforts will include paid advertising for billboards and local media that have helped to make this event a success for many years. Looking at supporting local advertising venues such as Adams Outdoor, Peoria Magazine, local TV and Radio and many others. The PACVB Grant is vital to help allocate the dollars to these marketing efforts.

A motion was made by Dan Kouri and 2nd by Tim Spears to approve for \$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 by Patrick Urich and 2nd by Marwin Spiller.

Motion carried unanimously.