



MINUTES OF June 16, 2023
9:00 A.M.
TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on June 16, 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); Marwin Spiller, (Voting); Dan Kouri, (Voting); Bernice Gordon-Young, (Voting); Kiran Velpula

Others Present: Michelle King; Pastor Irene Lewis-Wimbley; Sarah Varnes

Absent: Timothy Spears, (Voting)

2. Approval of Minutes:

A motion was made by Council Member Kiran Velpula and 2nd by Council Member Bernice Gordon-Young to approve the May 19, 2023, meeting minutes.

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

3. Financial Report:

Patrick Urich, City Manager for Peoria presented the financial report on behalf of Angela Washington, City of Peoria Finance Manager in her absence.

Local Fund Balance year-to-date balance is \$145,733. There are two pending payment requests - \$10,000 for Juneteenth and \$15,000 for Red, White and Boom.

Convention and Tourism Fund year-to-date balance is \$17,218.

Peoria Marketing Fund year-to-date balance is \$157,046. We have some grants that are noted and marked as pending.

HRA Gross Sales taxes trending well so far this in and headed in the right direction. Pleased with hotel/motel tax. People are coming to Peoria and staying here. Amusement tax is trending in the right direction as well.

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

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

4. Items for Approval:

Local Fund

4a. Juneteenth Commemoration request for \$10,000.

Pastor Irene Lewis-Wimbley with Southside Community Center shared she is proud of the collaborative work happening for children and their families on the far SW side of Peoria. Pastor Irene's Church is in Pekin and shared the publication will include the events in Peoria's Yanni Collective, NAACP and SCC Freedom Fest to bridge the two communities with hopes to draw people to cross the Bridge to Peoria and Tazwell and to begin a movement to unity and solidarity and social justice. Holding the faith-based Juneteenth event for the most marginalized in their community to have access to education about Juneteenth, community resources and showcase community talent. This will be the 5th year for the event and the first grant request with the city of Peoria. The Freedom and Remembrance Park will be the centerpiece of the commemoration. Will have the Nance Leggins-Costly/Nathan Ashby story be a part of the planned sequel to the documentary, which will include Tazwell/Peoria Counties to the Abolition and to Juneteenth. Hope to get local and regional news coverage of the events. The Bridge is the centerpiece of the logo from Freedom Fest and Juneteenth Commemoration. Advertising launches June 1 for local and regional news coverage of the events in Peoria and Tazwell counties as well as sharing through network of Churches in the region and school districts. There will be a Father's Day event and BBQ event will be in the Pavilion on Saturday, June 17 at Trewyn Park. Will also be showing Juneteenth Documentary on Sunday and Monday. City Manager Ulrich said the Peoria Park District and the City collaborated in redoing the park with brand new basketball courts, playground, and a beautiful pavilion where the BBQ event will be held. Pastor Irene would also like to see funds used for DJ, sound guys there all day, red velvet cake bake off, and much more. Pastor Irene said this event will promote a positive image for Peoria and the Southside Community Center. Council Member Bernice Gordon-Young thinks it's a unique and expansive event at two locations and her understanding of the events is to draw Tazwell community to attend the events and spend money here in Peoria. Dan Kouri asked if any marketing literature would be advertising Tazwell and Pastor Irene said it will not and has already been advertising Peoria in their materials of the event. Marwin Spiller agreed to \$5000 of the \$10,000 to help it grow since it is a smaller event.

A motion was made by Marwin Spiller and 2nd by Council Member Bernice Gordon-Young to approve request for \$5,000.

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

4b. Red, White and Boom request for \$15,000.

Sarah Varnes with Midwest Communications, Inc. requesting \$15,000 to go toward purchase of fireworks, same amount asked last year. Sarah said this is the largest firework's display in the state. Top 2-3 percent in the nation. The soundtrack will be the best it's ever been, with something for everyone. This is the 35th presentation of this event. Sarah said we couldn't do this event without the Peoria Park District and our First Responders that keep us safe on the Riverfront. The Park District will have some food vendors located downtown as well as live music playing on 93.3 The Drive. Fireworks will launce at 9:30 p.m. Midwest Communications aggressively promotes all aspects of this event on all of its radio stations, plus we engage users through a strong social media presence and other online assets. Several past estimates indicate over 200,000 people visit the riverfront/downtown Peoria and East Peoria areas for this. Funds will be used directly toward fireworks display. The event will promote a positive image of Peoria by sustaining a wholesome tradition which has been enjoyed by families throughout the years.

A motion was made by Dan Kouri and 2nd by Council Member Kiran Velpula to approve for \$15,000.

- 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 Dan Kouri and 2nd by City Manager Patrick Urich.

Motion carried unanimously.