



MINUTES OF July 14, 2023

9:00 A.M.

TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on July 14, 2023, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. 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); Marwin Spiller, (Voting); Dan Kouri, (Voting); Kiran Velpula, (Voting); Gregory Wilson, (Voting).

Others Present: Angela Washington; CJ Goddard; Mark Misselhorn; Michelle King.

Absent: Patrick Urich, (Non-Voting); Bernice Gordon-Young, (Voting).

2. Approval of Minutes:

A motion was made by Dan Kouri and 2nd by Kiran Velpula to approve the June 16, 2023, meeting minutes.

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

3. Financial Report:

Angela Washington, Finance Manager for City of Peoria presented the financial report.

Local Fund Balance year-to-date funding is \$140,733, this includes today's request of \$10,000 for Blockbuster Bash for The Madison.

Convention and Tourism Fund year-to-date balance \$17,218 with no requests.

Peoria Marketing Fund year-to-date balance \$161,114 with no requests.

HRA Gross Sales – no update, hasn't been approved yet, will have at the next meeting.

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. Blockbuster Bash for The Madison for \$10,000.

Mark Misselhorn represents the Madison Theater Preservation Association owned by a non-for-profit entity. It's located downtown across from the Pere Marquette next door to Four Points by Sheraton Peoria in a most visible centralized location once renovated and will make a great impact to our city. They are working to bring back the theater to the mainstream community with a fund raiser to be held downtown later this fall on Saturday, September 30, 2023, from 11 am – 10 pm. The event will be a unique community event with a kickoff fundraiser and awareness of the revitalization of the Madison Theatre. It will be music focused with a professional stage with lots of food and beverages. The event will be on city owned parking lot north side towards Four Points by Sheraton Peoria next to the Maison and will bring a minimum of 2500 attendees to the business district. We will have morning and late afternoon focus towards family type acts. Want to bring something for everybody, there will be tours of the historic theater, viewing of the design plans, Peoria Symphony Orchestra, Peoria Ballet along with Peoria Public Schools Talent show will be there, food vendor cart set up in the parking lot throughout the day. Also, late afternoon will be Bands, Rap Artists for a regional draw and diverse crowd. Bands will start at 6 pm and end promptly at 10 pm. Unveiling of large mural on the north side of the Madison, Big Picture Peoria will partner on this. Visitors will come from in and outside of Peoria metro area to support the cause.

Gregory Wilson asked for clarification of pay as you can and if there is a fee to attend. Mark shared, no there will be an opportunity since it is a fundraiser, there will be an area where you can pay a certain amount up front, have extra amenities, but if someone walks up with no money they can come on in. With sponsorships they will be able to do this.

Dan Kouri asked how far out the marketing or advertising will go. Mark shared will be working with Simantel offering services pro bono. Will also advertise City of Peoria and Discover Peoria artwork and banners on stage and around the event. Will also have live announcements throughout the event thanking the City of Peoria and Discover Peoria as well. The ask for \$10,000 will be in part for marketing on social and traditional media so they can generate revenue to pay for the different bands for people to enjoy the downtown. The event theme focuses on the "block party" aspect, and all the fun and varied entertainment.

A motion was made by Dan Kouri and 2nd by Kiran Velpula to approve request 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 Dan Kouri and 2nd by Marwin Spiller.

Motion carried unanimously.