



MINUTES OF November 17, 2023

9:00 A.M.

TOURISM RESERVE FUND RESCHEDULED COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was rescheduled from November 11 to November 17 in observance of Veterans Day 2023, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The TRF meeting was called to order at 9:04 a.m. by Chairman J.D. Dalfonso.

1. Roll Call:

Present: J.D. Dalfonso, (Non-Voting); Patrick Urich, (Non-Voting); Dan Kouri, (Voting); Marwin Spiller, (Voting); Bernice Gordon-Young, (Voting)

Others Present: Michelle King; Bobbi Moreland; Rick Gaa; Gage Thompson

Absent: Gregory Wilson, (Voting); Kiran Velpula, (Voting)

2. Approval of Minutes:

A motion was made by Dan Kouri and 2nd by City Manager Patrick Urich to approve the October 13, 2023, meeting minutes.

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

3. Financial Report:

President/CEO of Discover Peoria (Peoria Area Convention & Visitors Bureau) J.D. Dalfonso shared Financials in Finance Manager Angela Washington's absence. The following two sets of Financial Funding Balance Sheets were approved for:

Local Fund year-to-date balance is \$123,733 with no requests.

Convention and Tourism Fund year-to-date stands at a negative balance of (\$59,000) includes negative balance (\$33,282). Slight discrepancy with this report, this includes the four requests listed in 2023, that are actually for 2024 and will be moved over to 2024. It is recommended by J.D. Dalfonso and approved by Patrick Urich to use the second balance of ARPA funds for the applications if approved today for items 4a – 4e.

Peoria Marketing Fund year-to-date balance is \$250,233 with no requests.

ARPA Tourism Reserve Fund Report is as follows:

Local Fund year-to- date balance is \$75,500.

Convention and Tourism Fund year-to-date balance is \$87,500 with approved applications balance is \$28,500.

Peoria Marketing Fund year-to-date balance is \$250, 000.

A motion was made by Dan Kouri and 2nd by Council Member Bernice Gordon-Young to approve the financials.

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

4.. Items for Approval

Convention/Tourism Fund

4a. American Cornhole Association request for \$4,000. Sales Manager for Discover Peoria Patrick Kelly spoke on behalf of the Association. The American Cornhole Association travels all over the U.S. playing tournaments. The game of Cornhole is also known as corn bags. It's a (Cornhole) (Bags) Tournament and is a National Organization. World Championships are held in Owensboro. Tournaments include, men singles, and doubles, women singles, doubles, and mixed doubles. There is also a junior category. The event is March 14, 15, 16, 2024. Stay over event, hotel is booked by the organization and will all be hosted at Four Points. This is normally a 3-year event and will be their first time in Peoria. They have negotiated a year deal with the option of two more years based on the success of the event hosted at the Four Points hotel. Four Points has negotiated food and beverage specials for attendees and competitors during the tournament. The \$4,000 request is to cover sponsorship and prize money. The event will bring increased business to Peoria from Minnesota, Wisconsin, North/South Dakota, Michigan, Iowa, Missouri, Indiana, and Ohio as well as out of town players over the three-day event since we are regionally located.

A motion was made by Patrick Ulrich and 2nd by Council Member Bernice Gordon-Young to approve the request for \$4,000.

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

4b. Top Pick Sports State Tournament request for \$9,000, event dates July 4-7, 2024. This event is for participant ages from eleven to eighteen.

4c. Top Pick Sports National Tournament request for \$25,000, event dates July 15-21, 2024. This is a National Youth fastpitch Championship event with participant ages from eleven to eighteen. JP Sports will be hosting the USSSA Global State Tournament.

4d. JP Sports State Tournament requested \$15,000, event dates June 21-23, 2024.

4e. JP Sports National Tournament requested \$6,000, event dates July 12-14, 2024, both tournaments for JP Sports are state tournaments. Vice President Rick Gaa and Dir. Of Operations Gage Thompson from Louisville Slugger Sports Complex will present applications in Perry Clark and President John Pieritz absence. All four events are very similar in what they bring to the area. Rick Gaa shared, they are huge events that are June through August and over 150,000 people come to our town to attend and spend a lot of time and money in our community. We will use a total of 1,000 hotel rooms. There are 200 teams, 15 players per team, most cannot drive so parents, grandparents, and friends come to attend these events and stay over, eat at our restaurants, and visit the different sites of Peoria. City Manager Patrick Ulrich moved to take all four at once and vote. Money will be taken from ARPA funds.

A motion was made by City Manager Patrick Ulrich and 2nd by Council Member Bernice Gordon-Young to approve all four requests totaling \$59,000.

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

4f. 2024 IL. Governor's Conference on Tourism request for \$10,000. J.D. Dalfonso shared the application request for the 2024 Illinois Governor's Conference on Travel and Tourism. This event is where professionals from across Illinois and around the country come together to network, learn from experts, and celebrate success and discover

what's ahead for Illinois tourism. The request is to help support marketing, awards ceremony, and multiple speakers at the event. The event also includes an awards dinner, celebrating the top efforts related to Illinois Tourism, The Peoria Marriott Pere Marquette and Courtyard Downtown are providing discounted room rates. They will be using the ballroom and exhibit hall at the Peoria Civic Center. The event will be held March 19-21, 2024.

A motion was made by Dan Kouri and 2nd by Marwin Spiller to approve the \$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 at 9:39 a.m. by City Manager Patrick Urich and 2nd by Marwin Spiller.

Motion carried unanimously.