



MINUTES OF April 12, 2024
9:00 A.M.
TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on April 12, 2024, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. 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); Dan Kouri, (Voting); Marwin Spiller, (Voting) Bernice Gordon-Young, (Voting)

Others Present: Brittany Eson; Bobby Parker; Jim DeRose; Angela Washington; Michelle King;

Absent: Gregory Wilson; Kiran Velpula

2. Approval of Minutes:

A motion was made by Patrick Urich and 2nd by Dan Kouri to approve the March 8, 2024, meeting minutes.

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

3. Financial Report: *all requests were put under ARPA fund first*

Angela Washington, Finance Manager gave an overview of the financial report.

Local Fund Balance The balance is \$16,500 with \$15,000 request for Art Guild, if approved will have \$1,500 year-to-date.

Convention and Tourism Fund The balance is \$1,000 left of net funds second request for approved today will be at zero and remaining request of \$9k will come from regular TRF fund.

Peoria Marketing Fund The balance with no requests is \$150,000.

HRA is under 50 percent compared to 2023 and under 50 percent compared to 2022.

J.D. Dalfonso said were still up by 11 percent for the year which is significant.

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. Peoria Fine Art Fair request for \$15,000.

Dir. Of Development Brittany Eson of the Peoria Art Guild requesting \$15,000 for advertising at state and national level to get the word out and bring more people into Peoria for the 62nd Annual Peoria Art Guild Fine Art Fair. The largest Art Fair in central Illinois. The event date is September 28-29, 2024. Largest cultural event on the riverfront. The event brought over 130 artists last year. Bringing jazz festival back for second year in a row. Possibly adding fourth additional winery. Advertising will help with more artist applications as well as hotel stays and dining at local restaurants.

A motion was made by Patrick Ulrich and 2nd by Bernice Gordon-Young to approve request for 15,000.

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

4b. Peoria City International Friendly(ies) request for \$10,000.

Chief Operating Officer Bobby Parker and Coach Jim DeRose is President of the club. Peoria City has the opportunity to host both the U23 team of the top Mexican professional club, C.D. Guadalajara, along with the club's second reserve team for up to three international friendly competitions at Shea Stadium, rent the facility from Bradley. The event is June 9, 11/12, and June 29. 130 soccer teams play across the country and draw a minimum of 2500 people to Shea Stadium. Family pricing is only \$5-6 per ticket. Would like to advertise on all social media sites. Goal is to make this annual event and well known in Peoria. The request will help expand events throughout central Illinois. This is the 3rd season playing. It's the top amateur men's soccer league in the country and they play all across the country. Will hold youth clinics featuring the players. NBC Universal to televise the games on the NBC SportsChicago channel. The event is expected to draw state and regional media exposure.

A motion was made by Bernice Gordon-Young and 2nd by Dan Kouri 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 Patrick Ulrich and 2nd by J.D. Dalfonso.

Motion carried unanimously.