



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

The Tourism Reserve Fund Committee Meeting was held on August 9, 2024, 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 Ulrich, (Non-Voting); Marwin Spiller, (Voting); Bernice Gordon-Young

Others Present: Angela Washington; Michelle King; Patrick Kelly; Julia Langhorn; Abby Kaumer; Andrea Larson; Eric Hoadley; Susie Stockman; Robin Barnes; Franklin Foulger; David and Carla Commanday; Christell Frausto

Absent: Gregory Wilson; Dan Kouri

2. Approval of Minutes:

A motion was made by Patrick Ulrich and 2nd by Bernice Gordon-Young to approve the June 14, 2024, meeting minutes.

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

3. Financial Report: All requests were put under ARPA funds

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

Local Fund The balance is \$33,33 with \$99,500 application requests approved today.

Convention/Tourism Fund The balance is \$66,500 if \$6,500 application requests approved today.

Peoria Marketing Fund The balance with no requests is \$400,000.

Local Fund Balance because of the depletion of the Local ARPA Fund \$66,200 will be at a balance of \$141,533 if approved.

Convention/Tourism Fund \$45,718 with no requests.

Peoria Marketing Fund \$526,219 with no requests.

Angela would like to remind anyone who requests funds and if you're a new vendor to the City to please make sure you submit a vendor form and a W-9 and get the information to CJ Goddard with Discover Peoria. Also, a reminder, if you receive over a total of \$100,000 in ARPA Funds you have to register with Sam.gov. City Manager Patrick Ulrich informed the board knowing that were pressed for time spending ARPA funds maybe as were looking at the motions coming up and to take money out of the Convention Tourism Business Fund. As Angela mentioned we have \$66,200 regular TRF funds being requested to the board that maybe we can draw it out of the Convention

Tourism Fund and that would help us to draw those numbers down because we have to spend those ARPA dollars and try to deplete the funds first and save our local dollars to use in the future as well.

J.D. Dalfonso mentioned that their staff has a quarterly tactic for the Peoria Marketing Fund that will end September 30 with a plan for the amount listed in there and will be on time pending the presentation of the marketing plan for next year.

A motion was made by Bernice Gordon-Young and 2nd by Marwin Spiller to approve the financials.

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

4. Items for Approval:

Local Fund

4a. 2025 Martin Luther King Luncheon - \$15,000.

The MLK luncheon has been successfully organized as an annual luncheon in honor of the birthday of Dr. Martin Luther King Jr. and this will be the 33rd luncheon. Have had record attendance in the past of over 2500 people when Dr. Maya Angelou was our guest speaker. The event will be January 15, 2025. The goal in organizing the luncheon is to have an event that brings the Peoria area together to fellowship and celebrate the life and work of Dr. King. Alma Brown requested to defer the application until September 2024 meeting due to her absence.

A motion was made by Patrick Urich and 2nd by Bernice Gordon-Young to defer.

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

J.D. Dalfonso asked to move 4e. up to be heard.

4e. Go Day – Let's Connect - \$15,000

Abby Kauma and Andrea Larson presented their application. The event is Sunday, September 15 from 11-4 pm. It is a family event free for all to attend located in the Downtown Peoria Riverfront Museum. Minimum of 2500 will attend. This is a blend between sports teams and celebration of local music and performing art programs and exhibits. \$5,000 of the money requested will go towards a grant for local schools and organizations that join the event.

A motion was made by Patrick Urich and 2nd by Bernice Gordon-Young to approve request.

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

4b. Juneteenth Commemoration - \$10,000

Event has passed and was suggested by Patrick Urich to defer in Pastor Irene's absence to September 2024 meeting since no representation. Event was 6/17; 6/21; 6/22/2024. Rev. Irene Lewis-Wimbley is committed to inviting the local and surrounding community to shop local vendors at both Juneteenth Commemoration Events in Peoria as well as the showing of the Documentary on Sunday and Monday the month of June.

A motion was made by Patrick Urich and 2nd by Marwin Spiller to defer until September 2024 meeting due to her absence.

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

4c. Irish Fest - \$12,500

Eric Hoadley with St. Patrick's Society of Peoria shared this is the 43rd year and the festival has been held annually since 1981. The event has grown from one day to three-day festival. Celtic artists from Ireland, Scotland, Canada and the US have brought Irish culture to the Illinois Riverfront. It is one of the leading Irish Festivals in the Midwest and attracts visitors from all over the Peoria area. The event will be held August 23 – 25.

A motion was made to by Marwin Spiller and 2nd by Patrick Urich to approve request.

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

4d. Tina Turner Tribute - \$15,000

David and Karla Commanday Artistic Director/Conductor of the event will have a straight classical being mixed up with other genres. It will be a symphonic Rock concert with three super-star singers. Expect visitors to attend from all over. The grant will be used for local print, on-line, TV, and radio coverage of the event. The rest is going for hiring the three-soloist coming in from out of town. The event will be January 25, 2025. 35 and under will be discounted, there will be discounting with a QR code as well. This local event will be hosted at the Peoria Civic Center. Celebrity guest artists will be La Kisha Jones known to millions of TV views as a top four finalist on "American Idol", along with Soprano voice of Nova Y Payton and multi-talented Matthew Johnson who has done vocal arrangements for the Grammy Awards as well as performed at the Emmy's and the Billboard Awards.

A motion was made by Patrick Urich and 2nd by Bernice Gordon-Young to approve request.

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

4f. Bollywood Nite - \$10,000

Franklin Foulger spoke on promoting diversity and inclusion. This is the first time as an outdoor event at Northwoods Mall. The event will promote outdoor concert mixing different cultures with dancing, food, and non-alcoholic beverages to be held on August 31, 2024, at 3PM. Would like to promote Peoria with a positive image and support the businesses inside the mall as well as the food court. This is a fund raiser for Center for Prevention of Abuse.

A motion was made by Bernice Gordon-Young and 2nd by Marwin Spiller to approve request.

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

4g. Santa Parade - \$20,000

Susie Stockman and Robin Barnes shared this will be the 137th Annual Central Illinois Santa Parade. They are working on getting sponsorships. Currently have ICC and working on getting more. The event will be televised by WMBD TV and held on Friday, November 29, the day after Thanksgiving. Money requested will help pay for the two warehouses kept for storage of floats and maintenance along with covering the liability insurance, City Services of Police and Public Works, float supplies and equipment rental.

A motion was made by Bernice Gordon-Young and 2nd by Marwin Spiller to approve request.

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

4h. Peoria Southside Soccer Club - \$7,000.

Christell Frausto is the President of the Hispanic Chamber and Park District volunteer since 2019. Has a local restaurant supporting the community soccer club in South Peoria, in partnership with Peoria Park District. Has 16 soccer teams competing every Sunday at the Local Recreation Park and is continuing to expand. Draws in over 500 attendees each week from April through November on Sunday. Promoting local culture and enhances the city's reputation as a diverse and welcoming place. Need more staffing on Sunday since media exposure along with banners to advertise events and would like to hire people for Sunday cleanup locally. This event continues to grow and bring many families to our area and promotes local vendors, community engagement, local activities. Bernice applauded all Christell is doing for the organization and requested to increase her request to \$10,300.

A motion was made by Bernice Gordon-Young and 2nd by Marwin Spiller to approve request.

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

4i. PWBA - \$1,000.

Patrick Kelly with PACVB shared the PBA used to host men's championship finals at Landmark several years ago and would like to test the Peoria Market to see if this event can grow back to that level. The event is August 23 and 24, 2025. Thirty professional bowlers will come in to qualify for the finals. ESPN televised and streamed. Looking at a 60-hotel block minimum. Regional draw from IL, IA, MO, MI, MN, IA, TN, OH, KY, WI, and IN. The \$1000 will cover administrative costs/fees to help the PWBA ship things to Peoria and Landmark and to ship back to PWBA along with Peoria sponsorship. This will be a great draw to get bowling put back on the map.

A motion was made by Bernice Gordon-Young and 2nd by Patrick Urich to approve request.

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

4j. 2024 D1 NCAA - \$5,000

J.D. team worked with Craig Dahlquist. Patrick Kelly shared this event will be November 13-15, 2024. The 2024 NCAA Division 1 Midwest Region Cross Country Championships. 1 of 9 NCAA Cross Country Regionals held the same day across the country. The cost will all be spent locally and go back into our community. This is the 8th time Bradley has hosted this event.

A motion was made by Patrick Urich and 2nd Marwin Spiller to approve request.

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

5. Unfinished Items: MLK Luncheon and Juneteenth Commemoration Applications deferred until Sept. meeting.

6. New Business: None

7. Public Comments: None

8. Adjournment: Adjourned at 10:19 a.m.

A Motion to adjourn was made by Bernice Gordon-Young and 2nd by Marwin Spiller.

Motion carried unanimously.