



MINUTES OF SEPTEMBER 20, 2024
9:00 A.M.
TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on September 20, 2024, 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); Dan Kouri, (Voting); Marwin Spiller, (Voting); Bernice Gordon-Young, (Voting)

Others Present: Rev. Irene Lewis-Wimbley; Cameron Owden; Ashley Hildebrandt; Art Hanley; Alma Brown

Absent: Patrick Urich; Gregory Wilson

2. Approval of Minutes:

A motion was made by Dan Kouri and 2nd by Bernice Gordon-Young to approve the August 9, 2024, TRF meeting minutes.

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

3. Financial Report: All requests were put under ARPA funds. J.D. Dalfonso gave an overview of the financial report in Finance Manager Angela Washington's absence. Will be spending down American Rescue Plan Act Funds pending approval from the members today. The Local Fund and the Convention Tourism Fund spent down at last meeting on 9/20/24 with the remaining \$400,00 for the Peoria Marketing Fund and is on the agenda for today and will use these funds towards tourism growth in Peoria pending approval of items. This will help invest and recover tourism here in Peoria. Since going over the \$400,000 from the ARPA we will pull the remainder from regular funds.

Local Fund The balance is \$207,333 with approvals today of applications requested will be at \$197,333.

Convention/Tourism Fund The balance is \$55,718 with no ask today.

Peoria Marketing Fund The balance with request is \$535,957 will be down to \$501,957

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. MLK Luncheon 2025 - \$15,000.

Public Employee for Community Concerns Alma Brown came to discuss the deferred application from the August 9, 2024, meeting. 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 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. The request is for the speaking fee,

photographer, and the entertainment. This year's speaker will be Rev. Naomi Tutu, daughter of Archbishop Desmond Tutu. The event will be held on January 20, 2025. MLK Celebration will be at the Peoria Civic Center Ballroom, 201 SW Jefferson Street. Doors open at 11:00 a.m. with luncheon from noon – 1:30 p.m. Tickets can be purchased on the website www.mkluncheon.com or Peoria City Clerk's Office – Room 401.

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

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

4b. Juneteenth Commemoration - \$10,000

This item was deferred due to Rev. Irene Lewis-Wimbly not able to attend the meeting. Since the event was 6/17; 6/21; 6/22/2024. Rev. Irene Lewis-Wimbly here today to discuss the previous event and 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 in Trewyn Park. The event celebrates freedom and unity in the community and would like to partner next year with the Riverfront and the Park District possibly to make sure this is an annual event that brings people from all over. Didn't have enough funds for this year. There are stage events and food, and beverages shared and history of the black church. Would like to celebrate a full week of events next year and have a deeper discussion of future plans for the event with J.D. at a later date. Would like consideration of reimbursement for expenses incurred this year. J.D. expressed instead of having Pastor Irene come back for another ask at the committee's discretion consider approval of \$5,000 for loss from this year's event and also supporting additional \$5,000 to be used for 2025 event. Rev. Irene has checks and supporting documents from the loss of event this year. Bernice Gordon-Young shared when you speak after the fact it's a little different than beforehand because you can ask how many attended vs. what you project and how things turned out. Rev. Irene replied it's hard to tell but with all the BBQ and Red Velvet cake they came in waves and there were between 250-300 people in attendance at this year's event. It was a great opportunity for the community to come together. Bernice thinks it's important since other Juneteenth events are going on as well and this is in an area where people like to get together and is within walking distance of their homes and in an area, they are familiar with for several people to attend along with the history, and lessons to be learned. Bernice commends Rev. Irene for doing this and it's a beautiful collaboration. Marwin Spiller asked what we are approving for this year and next year. J.D. said \$5000 of \$10,000 would help cover their loss from the event and \$5000 for next year, and this would be the sponsorship for 2025. Won't see another application for this in 2025 if approved today.

A motion was made by Bernice Gordon-Young and 2nd by Dan Kouri

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

4c. Casa De Arte/Latin - \$5,000

Representative not present. J.D. Dalfonso made a motion to defer until the October 11, 2024, meeting.

A motion was made to by Dan Kouri and 2nd by Bernice Gordon-Young to defer.

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

4d. Yule Like Peoria - \$5,000

Art Hanley presented on behalf of his daughter Elizabeth who is away at school. Looking to keep this event alive. Elizabeth had the inspiration to bring this downtown event back with a focus on promoting small businesses in the Warehouse District and on Water Street the Friday after Thanksgiving on November 29, 2024. The Yule Like Peoria event is a community-focused Christmas walk-about centered around a tree-lighting celebration hosted by Kelleher's Irish Pub & Eatery. Art Hanley shared it's an event he has attended with his family since the 1990's. We haven't had the event since Covid. Elizabeth would like to possibly rent a Peoria trolley for \$2000 to get back and forth to the areas, \$200 to have Santa visit, Flynn Irish Dancers, theater groups, sign language and interactive story time communication, Junction Barn Yard Discovery and advertising. Would also like to have production of flyers for the different businesses

to hand out. She has itemized what she would do with the dollars. Also, would like it to be a family event from 3 – 6 pm and support the businesses in the area.

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

- Yeas: All
- Nays: None
- Motion passed unanimously.
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Peoria Marketing Fund:

4e. Discover Peoria - \$454,600.

J.D. and his staff shared presentation and discussed fiscal support for unique marketing requests for 2025 Objectives with breakdown. President and CEO of Peoria Area Convention and Visitors Bureau J.D. Dalfonso said this is an opportunity to recover with ARPA funding and is significant part of their strategic plan. Commercial awareness of Peoria and destination marketing to highlight Peoria. Successful commercial campaign was completed last year. Discover Peoria promotes our region as a desired destination for visitors, contributing to the economic growth of the communities we represent. In brief: We promote the Peoria area to attract visitors and grow the economy. Business and Consumer spending is a lot of what we do, it drives tax revenue for hotels, restaurants, event taxes, all which fund many organizations including ourselves and this committee. We will be hiring a local agency to create and produce commercials and to create and produce complementary content including lifestyle plus interview style videos through media and tv. Digital campaign to place commercial and/or REELS on YouTube and Google Ads as a local media agency to place and track viewers. Utilizing commercials on multiple diverse platforms will increase traffic, views, and users to their website. Ensure website pages are at the top of search platforms for search engine optimization to ensure successful, efficient, and well executed media campaign. Paid campaigns on social platforms, heavily focusing on Instagram and Facebook. All this will improve our website usability to increase traffic and engagement. Advertising will include downtown maps of Peoria for residents and visitors, highlighting key locations throughout our city. Promoting Peoria through print advertisements such as magazine ad buys, publications and promotional materials to promote the narrative of “Shop Local this Holiday Season”. Sales trade show activations with US Travel Associations travel conference, in partnership with Illinois Office of Tourism’s strategy, while hosted in Chicago, various registrations across the country, convention activations in addition to advertising placements in guides. Various needs for sales trade show booths, activations, gifting, planner follow-ups, etc. Illinois Governor’s conference on Travel & Tourism where professionals from across Illinois come together to network, learn from experts, and discover what’s ahead for Illinois tourism. Awards dinner, address from the Governor, breakout sessions to discuss innovative strategies in tourism plus marketing.

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

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

5. Unfinished Items: None

6. New Business: None

7. Public Comments: None

8. Adjournment: Adjourned at 10:13 a.m.

A Motion to adjourn was made by Dan Kouri and 2nd by Marwin Spiller

Motion carried unanimously.