



**MINUTES OF JANUARY 10, 2025**  
**9:00 A.M.**  
**TOURISM RESERVE FUND COMMITTEE MEETING**

The **Tourism Reserve Fund Committee Meeting** was held on January 10, 2025, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The TRF meeting was called to order at 9:06 a.m. by J.D. Dalfonso.

**1. Roll Call:**

**Present:** Patrick Urich, (Non-Voting); J.D. Dalfonso, (Non-Voting); Marwin Spiller, (Voting)

**Others Present:** Adam White; Bobby Parker; Jim DeRose; Tyler Williams; Mengrong Hu (Taylor); Xiucheny Zhu;  
Taunya Jenkins

**Absent:** Dan Kouri, Gregory Wilson, Bernice Gordon-Young, Michael Vespa

**2. Approval of Minutes:**

A motion was made by Patrick Urich and 2<sup>nd</sup> by Marwin Spiller to approve the December 13, 2024, TRF meeting minutes.

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

**3. Financial Report:** City Manager Patrick Urich gave overview of the financial report in Finance Manager Angela Washington's absence.

**Local ARPA Funds:** \$32,000 to be spent in 2025.

**ARPA Convention/Tourism Fund:** \$13,000 remains to be spent in 2025 and 2026, this will exhaust all the ARPA funds we have put together.

**Local Fund:** side of the HRA dollars we will have Finance Manager Angela Washington plug in annual funding of \$90,000.

**Convention/Tourism Fund:** \$70,000.

**Peoria Marketing Fund** \$280,000 residual tax overage.

Note: Will have Finance Manager Angela will move agenda Items 4b.; 4d; 4e; and 4f to local funds as applications are approved vs. under Convention/Tourism Fund.

A motion was made by Marwin Spiller and 2<sup>nd</sup> by Patrick Urich to approve the financials.

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

**4. Items for Approval:**

**Local Fund:**

**4a. 2025 Chinese New Year Association - \$4,000**

Taylor Hu shared Chinese New Year is the most important and biggest festival in China. Impacts of 2000 people in Peoria. People come from Chicago, Springfield and Champaign. This is a two-hour gala with singing, dancing, dragon dance and promotes the Chinese culture. The event will be held at Richwoods High School. Admission is \$5, kids under 12 are free, and adults 65 years older are free. The event is February 9.

A motion was made by Patrick Ulrich and 2<sup>nd</sup> by Marwin Spiller

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

#### **4b. 2025 – Detweiller at Dark - \$10,000 for 3 years**

Adam White, partners with Shazam Racing and is the owner of RC Outfitters came today to share this event has gone on for over 10 years. It's held at Detweiller Park with over 3,000 runners expected for the event held on the last Friday, July 25. Races are at dusk, sunset, and after dark. There will be a concert-grade sound system, laser lightshow, pyrotechnics, DJ. 1000-meter Kids' Fun Run at 6:30PM for all the little ones, 3.0 Mile Open Race at 7:00PM for all collegiate and post-collegiate athletes. 2.1 Mile Jr High (up to age 14) Races: Girls at 8:00PM, Boys at 8:30PM. 3.0-Mile High School (ages 13-19) Races. Girls at 9:15PM, Boys at 10:00PM. Registration available in early 2025. Visit [detweilleratdark.com](http://detweilleratdark.com) for photos, videos and more. Runners from all over the 50 states will travel to Peoria to participate. ShaZam will coordinate with Discover Peoria to offer dining and shopping packages for race weekend.

A motion was made by Marwin Spiller and 2<sup>nd</sup> Patrick Ulrich.

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

#### **4d. 2025 Peoria City - WPSL - \$2,000**

Bobby Parker and Jim DeRose shared the events will be held outside at Shea Stadium, May – July 2025. The event is for Women's Premier Soccer League with over 140 teams from coast-to-coast in 2025 and the Peoria City expansion franchise is expected to compete in a division featuring teams from Chicago, Milwaukee, Green Bay, St. Louis, and Champaign. Will provide high-level soccer competition for many of the area's top prep and collegiate women's soccer players. Expectation is to play five home games during the summer of 2025 with a goal to average at least 1000 fans per game.

A motion was made to by Patrick Ulrich and 2<sup>nd</sup> by Marwin Spiller.

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

#### **4e. 2025 Art Inc., That's What She Said Peoria - \$7,500**

Taunya Jenkins shared in Nikki Romain's absence; the event is a one night-live performance of local women sharing personal stories to the Peoria community. Presented by Commerce Bank. Will feature 8 local women who have developed stories from their own lives to share on stage. The event will be by March 1 at the Peoria Civic Center and draws over 2500 people that will stay in local hotels and enjoy fine dining in the Peoria area.

A motion was made by Marwin Spiller and 2<sup>nd</sup> by Patrick Ulrich to approve request.

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

#### **4f. 2025 Peoria City, El Clasico de Peoria - \$10,000**

International soccer exhibition featuring the U23 squads from Mexico's two premier soccer franchises. Chivas de Guadalajara and Club America. This will be the first time ever on US soil. The exhibition is expected to be played at Peoria Stadium in order to attract the largest crowd ever to attend a soccer game in Central Illinois. The event will be sometime during the fourth weekend in March and will be advertised through radio and social media.

A motion was made by Patrick Ulrich and 2<sup>nd</sup> by Marwin Spiller to approve request.

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

### **Convention/Tourism Fund:**

#### **4c. 2025 Honor Guard Convention/Induction Ceremony - \$1,000**

Tyler Williams shared the AFFI Honor Guard is the largest non-military Honor Guard in the United States. They honor our fallen firefighters as well as perform the posting of colors at events throughout the state. Over 800 members will be attending a 3-day training, and the Honor Guard inducts its newest members at the event held January 16-19 with many rooms being booked for hotel stays. Much of the money requested will be used for van rental and hospitality costs to host here in Peoria.

A motion was made by Marwin Spiller and 2<sup>nd</sup> by Patrick Urich 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 9:22 a.m.

A Motion to adjourn was made by Patrick Urich and 2<sup>nd</sup> by Marwin Spiller.

Motion carried unanimously.