



MINUTES OF MAY 9, 2025

9:00 A.M.

TOURISM RESERVE FUND COMMITTEE MEETING

The **Tourism Reserve Fund Committee Meeting** was held on May 9, 2025, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The TRF meeting was called to order at 9:01 a.m. by J.D. Dalfonso.

1. Roll Call:

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

Others Present: Maria Maranda, Sherry Cannon, Eileen and Doug Leunig, Laura Cullinan, Abby Kaufman, Kelsie Barnhart, Michelle King

Absent: Gregory Wilson, Council Member Michael Vespa

2. Approval of Minutes:

A motion was made by Council Member Bernice Gordon-Young and 2nd by Patrick Urich to approve the April 11, 2025, TRF meeting minutes.

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

3. Financial Report: J.D. Dalfonso shared the financial reports in City of Peoria Finance Manager Angela Washington's absence. American Rescue Plan Act (ARPA) funds all spent; all payments will be made by the deadlines.

Regular Tourism Reserve Funds:

Local Fund – Requests of \$26,400 from a balance of \$59,233. Reducing yearly balance of \$32,833 for the remainder of the year.

Convention/Tourism Fund – J.D. will follow up with Angela regarding the negative balance of (2,782) with no application requests from this fund today.

Peoria Marketing Fund - The balance before approval sits at \$817,940. No application requests from this fund today.

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

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

4. Items for Approval:

Local Fund:

4a. 2025 Ernestine Jackson Juneteenth Freedom Day Parade - \$3,500

Sherry Cannon shared the Ernestine Jackson Juneteenth Freedom Day Parade event will happen on Saturday, June 14 at 12 p.m. There was over 60 units in the parade last year. Mayor Ali was the Grand Marshall. This will be their second year. The event celebrates the ending of chattel slavery in the United States. It is sponsored by the NAACP Peoria Branch #3024-B. Ernestine Jackson was a trailblazer in this community, who transitioned in 2023, and her husband Donald Jackson was a Civil Rights Attorney who transitioned in 2024. They were both lifelong members of the Branch. Ernestine was the first African

American to work at City Hall as a EO Officer. The NAACP is the oldest civil rights organization in the country. President Biden made it a federal holiday in 2021. The original Juneteenth celebration occurred in Galveston, Texas on June 19, 1866, to commemorate the date enslaved people of Texas learned that President Lincoln had signed the Emancipation Proclamation. The Texan enslaved community did not learn there were free until 2-years later, in 1865. Black communities around the country began the celebration with many adding a parade to the event. NAACP doesn't have funding, a lot of city employees' volunteer. The request for funds will help pay for water, banners, and media coverage in the community. Council Member Bernice-Gordon Young abstained from voting since involved in the event.

A motion was made by Dan Kouri and 2nd Marwin Spiller.

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

4b. 2025 La Caravana - \$9,900

Maria Maranda shared this is their sixth year for the event and had over 2,500 attend last year. Event gets larger year over year. There are local food vendors, dancing horses, live famous Mexican band from Chicago to kick off the event and honor Hispanic Heritage month. The event is a free Family Event, starts with a car caravan where people join with a local live Mariachi and Mexican band playing all the way down the Riverfront. At the Riverfront will be traditional folk-dance performance, authentic local Hispanic food vendors, and local business booth vendors on Sunday, September 14. Marwin Spiller asked what the budget is for the event. Maria shared it costs over \$14,000 for the event and asking for the \$9,900 to pay for the entertainment. Dan Kouri asked if any advertising is done for the event. Maria shared she uses Facebook, flyers all over town, radio, and posters for advertisement. Maria shared Discover Peoria will be on the main event poster, announce Discover Peoria at the event and on Facebook and all-over social media. Council Member Bernice Gordon-Young commended Maria for the event and agreed it takes a lot of work and has attended the event and agrees it grows a large crowd and hopes it continues to grow.

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

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

4c. 2025 GoDay/Big Picture Festival - \$15,000/\$5,000

Abby Kaufman shared this is about bringing Peoria together and celebrating our community. Partnering with Big Picture and Street Festival. Eileen Leunig shared this is the fourth year for Street Festival. GO DAY 25 is a celebration of all things Peoria. A blend between talented sports teams and celebration of local music and art programs. The event features entertainment for the whole family with an active stage, interactive sports experiences, unique art showcases, music and food trucks for everyone to enjoy. Abby also pointed out typically this would be 2 separate events and with them merging these two events together it is more efficient to put them together and more event cost effective and avoids having to ask for more funds. By joining forces, they are asking for less funds. Doug Leunig shared a lot of this extra money is to pay artists for their talent not for exposure only. This is a family event and free for all guests to attend. It will be held on Sunday, September 7, Downtown Peoria, Peoria Riverfront Museum and Water Street, possibly up Liberty Street. GO DAY 25 will collaborate with the Big Picture Peoria Street Festival to enhance attendance and showcase the art community aiming to build community pride by highlighting Peoria's diversity, successful school districts, nonprofits, local teams, organizations and clubs. Partnerships with CAT's Visitor's Center and other community organizations are also planned.

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

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

Action Item:

4d. TRF Criteria pages final review and voting.

A motion was made by Dan Kouri and 2nd by Marwin Spiller.

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

5. **Unfinished Items:** Discussion with Angela re: negative balance of (2,782) in the Convention/Tourism Fund.
6. **New Business:** None
7. **Public Comments:** None
8. **Next Scheduled Meeting – June 13, 2025**
9. **Adjournment:** Adjourned at 9:57 a.m.
A Motion to adjourn was made by Dan Kouri and 2nd by Council Member Bernice Gordon Young.
Motion carried unanimously.