



MINUTES OF JUNE 13, 2025
9:00 A.M.
TOURISM RESERVE FUND COMMITTEE MEETING

The **Tourism Reserve Fund Committee Meeting** was held on June 13, 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: J.D. Dalfonso, (Non-Voting); Patrick Urich, (Non-Voting); Bernice Gordon-Young, (Voting); Marwin Spiller, arrived at 9:13 a.m. (Voting).

Others Present: Mike Wild, Creston Coleman, Angela Washington, Michelle King, Kelsie Barnhart

Absent: Michael Vespa, Gregory Wilson, Dan Kouri

2. Approval of Minutes:

A motion was made by Council Member Bernice Gordon-Young and 2nd by City Manager Patrick Urich to approve the May 9, 2025, TRF meeting minutes.

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

3. Financial Report: City of Peoria Finance Manager Angela Washington shared the Financial Report. All the American Rescue Plan Act (ARPA) funds have been obligated or spent. Two events left PWBA and American Corn Hole.

Local Fund - The balance is \$833.00 if the \$25,000 total for the two applications requested today is approved.

Convention/Tourism Fund – There are no requests today.

Peoria Marketing Fund – There are no requests today. Angela noted there was a correction due to transferring \$20,000 from the Peoria Marketing Fund to the Convention/Tourism Fund. The funds should have stayed in Peoria Marketing. Fund due to IL. Gov. Conference that has been cancelled so the \$20,000 will be used to sponsor Peoria Chiefs and Annual Meeting Support. This has been corrected. J.D. Dalfonso shared this is just a clarification of the allocation we presented, no money changed just a point of transparency of what was approved and how it changed due to the circumstances.

J.D. Dalfonso also noted during the Doorway to Discovery launch campaign at the Gateway building, unveiled the campaign content that was granted by the TRF committee. It was announced to all the attendees that the content being presented was due thanks to the Tourism Reserve Fund and Peoria Market Fund partnership that we have. All the content is rolling out on our website and within the next 8-10 months at <https://peoria.org/doorway-to-discovery/> and will have an update on some of the progress next month as we are bringing forth an update on what has been going on so far and how we would like to continue moving forward. The hotel funds are doing well, which will help replenish the Peoria Marketing Funds, so with the lower balances we will put an action item on the agenda to discuss a motion to transfer funds to the Local Fund and Convention/Tourism Fund next month.

A motion was made by City Manager Patrick Urich and 2nd by Council Member Bernice Gordon-Young to approve the financials.

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

4. Items for Approval:

Local Fund:

4a. 2025 Manual H.S. 4th Annual Class Reunion: Legacy, Reflection, & Celebration Weekend – June 20-22 - \$5,000

Creston Coleman with Performing Open Hearts, Not-For-Profit (NFP) request is to get alumni together and bring the community together for the fourth annual event. The event will be on Friday, Saturday, and Sunday. It's a highly anticipated documentary about Peoria and the "Orange and Black: Beneath the Numbers" – a tribute to the legacy of the Peoria Manual High School Boys Basketball Program. Due to renovation at Manual High School the event will be held at Richwoods High School. Council Member Bernice Gordon Young mentioned she has attended the event in the past and is excited about this event. People come from all over the world, and we need to bring back the feeling of unity. This event honors the school's historic contributions to athletics, academics, and community leadership. The admission fee for the event is a \$55 donation to support the athletes and to propel the program.

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

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

4b. 2025 Choose Greater Peoria Red, White, and Boom – July 4 - \$20,000

Mike Wild with Midwest Communications Inc. are here to request our support to bring tourism into the community for the 39th year for this massive event with two years off due to COVID. This is a staple event in the Peoria area.

Next year for America's 250th it will be the 40th year with the starting of our radio stations back in 1987 and a labor of love for us and hopes contributes to quality of life and helps put our area on the map every year. Shooting off \$100,000 in fireworks and puts us in the 2 percent of shows in the nation. The show is choreographed to music on several radio stations; it's promoted on social media and other online assets. Speakers up and down the riverfront on both sides. Council Member Bernice Gordon-Young said it's a highlight of the year and a small amount to ask for an outstanding incredible display of fireworks and a huge gathering. City Manager Patrick Urich asked Mike if he will be reaching out to East Peoria to contribute as well, which Mark said he is meeting with East Peoria as well. This show brings over 200,000 people to see the event.

A motion was made by Council Member Bernice Gordon-Young and 2nd by City Manager Patrick Urich.

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

5. Unfinished Items: None

6. New Business: None

7. Public Comments: None

8. Next Scheduled Meeting: Rescheduled for Monday, July 14, 2025.

9. Adjournment: Adjourned at 9:37 a.m.

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

Motion carried unanimously.