



MINUTES OF JULY 14, 2025
9:00 A.M.
TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on July 14, 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); Bernice Gordon-Young, (Voting); Dan Kouri, (Voting)

Others Present: David Commondoy, Ellen Hultine Day, Cameron Ogdon, Nicole Fales, Ashley Hildebrandt, Angela Washington, Michelle King, Kelsie Barnhart

Absent: Marwin Spiller, Gregory Wilson

2. Approval of Minutes:

A motion was made by Dan Kouri and 2nd by Council Member Bernice Gordon-Young to approve the June 13, 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. One event left.

Local Fund - The balance is negative \$4,167.00 if the \$5,000 application requested today is approved.

Convention/Tourism Fund – There are no requests today.

Peoria Marketing Fund – The balance is \$404,398 if the request for \$393.542 is approved today.

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

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

4. Items for Approval: Motion to approve transferring from the Peoria Marketing Fund and moving \$75,000 into each of Local Fund and the Convention/Tourism Fund.

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

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

Local Fund:

4a. 2025 Heartland Festival Orchestra Sitar & Symphony – September 14, 2025 - \$5,000

David Commondoy shared last year had over 500 attend. This is a musical and cultural outreach and is significant in the Indian community in the Peoria area. The unique program features world-renowned guest artists Sitar Virtuoso Arjun Verma and tablas player William Rossel. Arjun is a musician and composer of national stature. The event will be listed nationally in Symphony magazine, published by the League of American Orchestras. Will attract people from all over

Illinois and anticipate up to 500 again this year with over 100 coming from outside of our local market. The event will be held on Sunday, September 14 from 4-6p.m. at the Venue Chisca Grand Ballroom.

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

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

Peoria Marketing Fund:

4b. 2026 Discover Peoria (PACVB) Fiscal Support for Unique Marketing Requests - \$393,542

Cameron Ogdon, Nicole Fales, and Ashley Hildebrandt marketing team for PACVB shared what they do as a marketing organization for Peoria. Discover Peoria promotes our region as a desired destination for visitors, contributing to the economic growth of the communities they represent, enhancing quality of life for residents and amplifying pride across our region. Putting money towards commercials, digital campaigns, Facebook, Instagram, YouTube, and Local Media which will increase traffic, views, and users to our website. There will be sales marketing up tick focus on billboards, gifting merchandise to attract top conventions and sporting events and thanking people for bringing their business here to Peoria along with Trade Show Activations that resulted in ten leads over the last 1 ½ years which has equated to 5200 rooms booked with estimated economic impact of close to \$2 million dollars. J.D. Dalfonso shared there has been a lot of success from the Trade Shows and that is why a repeat in the marketing ask. The partnership has really grown with continued Local Partnerships with Peoria Chiefs, Peoria Rivermen, Influencer Campaign, Ad Buys, Radio, Guerilla Marketing, and Videography. Estimated Cost Breakdown: Commercials: Concept Creation & Production \$31,020; Digital Campaign \$35,000; Sales Paid Media \$26,500; Sales Marketing \$130,000; Local Partnerships \$20,000; Influencers \$31,500; Magazine Ad Buys + Guerilla Marketing + Radio \$56,022; Reels + Video \$63,000; Total \$393,542.

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

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

5. **Unfinished Items:** None

6. **New Business:** None

7. **Public Comments:** None

8. **Next Scheduled Meeting:** August 8, 2025.

9. **Adjournment:** Adjourned at 9:35 a.m.

A Motion to adjourn was made by Dan Kouri and 2nd by Patrick Urich.

Motion carried unanimously.