



MINUTES OF AUGUST 8, 2025

9:00 A.M.

TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on August 8, 2025, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The TRF meeting was called to order at 9:02 a.m. by City Manager Patrick Urich.

1. Roll Call:

Present: Patrick Urich, (Non-Voting); Bernice Gordon-Young, (Voting); Gregory Wilson, (Voting)

Others Present: Elizabeth Hanley, Angela Washington, Michelle King, Kelsie Barnhart, Patrick Kelly

Absent: J.D. Dalfonso, Dan Kouri, Marwin Spiller

2. Approval of Minutes:

A motion was made by Council Member Bernice Gordon-Young and seconded by Gregory Wilson to approve July 14, 2025, meeting minutes, all in favor, opposed by none, unanimous approval.

3. Financial Report:

Finance Manager Angela Washington provided the overview for the American Rescue Plan Act (ARPA). Once these funds have been expended for American Corn Hole Midwest event that occurs in March of 2026 in the amount of \$4,000 all funds will then be exhausted. After approval at the July 14 meeting \$150,000 was moved from Peoria Marketing Fund and split evenly with the Local Fund and Convention/Tourism Fund. Two requests today for \$6,500 and \$5,000 if approved, the Local fund balance is \$64,333 and the Convention/Tourism Fund balance is \$96,218 with no requests for Peoria Marketing Fund the balance is \$274,398.

Gregory Wilson motioned to receive and file, seconded by Council Member Bernice Gordon-Young, all in favor, opposed by none, unanimous approval.

4. Items for Approval

Local Fund:

4a. 2025 Yule Like Peoria – November 28 - \$6,500

Elizabeth Hanley with Yule Like Peoria shared this is a downtown Christmas event that different downtown businesses host various different entertainment activities and offer refreshments for attendees to enjoy in open-house style while promoting Peoria. Kids receive a stamp at each location they visit that can be exchanged for a prize at the end of the walk. Adults who complete the walk are entered into a raffle drawing for gift cards to Warehouse District businesses. This will be the 29th year for the event and will end with the lighting of a Christmas tree done by Santa. Trying to get more live music from music groups and have high school choirs again this year along with ice sculptures, and flyers promoting all the local Christmas events and expanding from the Warehouse District to all of Downtown Peoria. Trying to also do more charity-based things by supporting the Peoria branch of the Midwest Food bank by encouraging people to bring food items which are not required. If you bring a food item,

you will get entered into a different raffle for a Peoria Prize and have different stations where you make homemade Christmas cards for distribution at Christmas food drives. The ask is to help pay for activities and talent. A lot of the money will go back into the community except for the kids' prizes.

Gregory Wilson asked if any other radio station advertisement besides 106.9 and recommended looking at other radio stations as well audience wise.

Council Member Bernice Gordon-Young agreed and asked what marketing will look like as well and how it was decided to include the Peoria Food Bank, particularly as we talk about food and security. She also recommended a little more marketing such as Facebook.

Elizabeth Hanley agreed and shared they needed more substance to give it a cause and that food is something everyone could get behind for Christmas and will look into expanding the marketing.

A motion was made by Council Member Bernice Gordon-Young and seconded by Gregory Wilson, all in favor, opposed by none, unanimous approval.

Convention Fund:

4b. 2025 Perfect Game USA Softball – September 5-7 and October 4-6 - \$5,000

Patrick Kelly with Discover Peoria spoke on behalf of Angel Natel (Senior Director and National Community Development). Patrick described how Perfect Game USA is an elite baseball and softball tournament planner that showcases team play and individual player talent to scouts where other planners, colleges, and universities can see and recruit players into 1A, 2A, 3A or large-scale tournaments throughout the United States. He continued that the elite side of Illinois Softball showcases top 14U – 18U teams that include teams from the edge of Nebraska by Colorado to Ohio, Minnesota down to Oklahoma. Mr. Kelly stated their request covers both the September and October events, which are expected to include over 2,500 attendees booking over 500 hotel rooms. This will be the second year for the event in Peoria. The request is for sponsorship and time to talk with other planners and gain exposure to other teams in the market area. As they grow in our market, they will look to add more events in the future, meaning more teams using our local hotels and restaurants.

A motion was made by Gregory Wilson and seconded by Council Member Bernice Gordon-Young, all in favor, opposed by none, with unanimous approval.

5. Unfinished Items: None

6. New Business: None

7. Public Comments: None

8. Next Scheduled Meeting: Friday, September 12, 2025.

9. Adjournment: Meeting adjourned by Gregory Wilson and seconded by Bernice Gordon-Young at 9:22 a.m.

Motion carried unanimously.