



MINUTES OF September 12, 2025

9:00 A.M.

TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on September 12, 2025, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The TRF meeting was called to order at 9:01 a.m. by Chairman J.D. Dalfonso.

1. Roll Call:

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

Others Present: Brian Yarbrough, Alison Unkovich, Allison Kieser, Angela Washington, Michelle King, Julie Shootman

Absent: Gregory Wilson

2. Approval of Minutes:

A motion was made by Council Member Bernice Gordon-Young and seconded by Marwin Spiller to approve August 8, 2025, meeting minutes, all in favor, opposed by none, unanimous approval.

3. Financial Report:

Finance Manager Angela Washington provided 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. Three Local fund requests totaling \$12,500 if applications approved will leave balance at \$53,333. Convention fund, if application for today of \$2,500 is approved today will leave balance at \$93,718. No changes in the Peoria Marketing Fund.

Dan Kouri 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. Slugger Showdown – April 25-26, 2026 - \$1,500

Deferred next month for the October 10, 2025, meeting due to unavailability to attend today.

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

4b. 6th Annual Peoria Hair & Fashion Showcase – December 14, 2025 - \$3,000

Brian Yarbrough's wife created this event. This will be their 6th annual event. Attendance increases year after year. Talent comes from LA to New York with high profile modeling agencies. Showcase over 30 different local businesses. The event will be held at 3300 Event Center in Peoria on Sunday, December

14 from 3-7pm. Application is requested to offset enough money to give back financially to the people of Peoria. Mainly for kids ages 16-18. This is a give back event.

Council Member Bernice Gordon-Young mentioned she attended almost every year and is glad to see it continuing to grow and complimented how the event is always giving back to a lot of organizations and that matters.

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

4c. Christmas in the Village – December 5-6, 2025, Tree Lighting – December 2 - \$8,000

Alison Unkovich and Allison Kieser both shared this is a magical Hallmark Christmas experience, a 65-75-foot tree will be there. The festival has grown so much, it had over 10,000 last year and is expecting over 12,000 attendees this year. All vendors are local; hot chocolate, horse-drawn carriage rides, holiday movies, live carolers, Peoria Ballet Nutcracker ballerinas, museum exhibitions, Santa photos, live camels will be back this year and so much more. Over 115,000 in sponsorships so far. All proceeds go back to the museum to benefit Peoria Riverfront Museum's Every Student Initiative. The funds will be used for media and marketing efforts surrounding bigger cities as well such as Chicago and St. Louis.

J.D. mentioned the ask is for \$8,000 but there is a sponsorship for \$10,000 and asked for a breakdown. Alison Unkovich and Allison Kieser shared the Snow Globe Sponsor with an itemized breakdown. There is a portion of Riverfront Museum benefits and a portion for the events benefits. Have a special ceremony for sponsors on tree lighting day and a sponsor luncheon where guests are invited to come and to thank sponsors. Social media shout outs, marketing, and a lot of signage will be used with exposure as well.

A motion was made by Dan Kouri and seconded by Council Member Bernice Gordon-Young for \$10,000, all in favor, opposed by none, unanimous approval.

Convention Fund:

4d. Great Peoria Farm Show – November 30 – December 3, 2025 - \$2,500

Julie Shootman with Discover Peoria shared the Peoria Farm Show on behalf of Ron Bormaster. This has been in Peoria since 1991. The request is for \$2500 to help support the vendor reception held at the Pere Marquette. The show will be held at the Peoria Civic Center, and this is to attract over 5000 attendees this year and has been coming for almost 40 years. Over 350 companies, representing over 1,000 product lines and services, will fill the Peoria Civic Center for three days. The event focuses on agriculture, home and vacation, medical technology, and entertainment.

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

5. Unfinished Items: Slugger Showdown application deferred to October 10, 2025, meeting.

6. New Business: None

7. Public Comments: None

8. Next Scheduled Meeting: Friday, October 10, 2025.

9. Adjournment: Meeting adjourned by Dan Kouri and seconded by Bernice Gordon-Young at 9:42 a.m.

Motion carried unanimously.