



MINUTES OF October 10, 2025

9:00 A.M.

TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on October 10, 2025, at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The TRF meeting was called to order at 9:02 a.m. by Patrick Urich.

1. Roll Call:

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

Others Present: Doug and Eileen Leunig, Jimmy Faggett, Kelsie Barnhart, Angela Washington, Michelle King

Absent: J.D. Dalfonso

2. Approval of Minutes:

A motion was made by Council Member Bernice Gordon-Young and seconded by Dan Kouri to approve September 12, 2025, meeting minutes, all in favor, opposed by none, unanimous approval.

3. Financial Report:

Finance Manager Angela Washington provided the breakdown of the Financial Reports as follows: Three Local Fund requests totaling \$5,000 for 2025, and request for \$1,500 in 2026. If applications approved today will put balance at \$46,333. With no application requests for the other two funds, the Convention Fund balance will be \$93,718 and Peoria Marketing Fund balance will be \$274,398. No changes in the ARPA Funds.

Board Member Gregory Wilson motioned to receive and file, seconded by Dan Kouri, all in favor, opposed by none, unanimous approval.

4. Items for Approval

Local Fund:

4a. Slugger Showdown – April 25-26, 2026 - \$1,500

Patrick Kelley with CVB represented Cole Davis CEO and owner of Mid-America 7v7 Football. They have signed 5-year contract and do 7v7 football tournament deemed as the Louisville Slugger tournament. This is their first time crossing their border from Iowa into Illinois and their goal is to make Peoria their hub for Eastern Iowa, Wisconsin, Missouri, and Indiana. Our location is key to their projected growth and because of their success in Peoria they have changed their name to the Midwest 7v7 Football Franchise. The \$1,500 request is not only to help offset some of the equipment costs on the local side but to set up more camps day to day for local athletes and athletes coming in. It's skilled development and tournament play. It's going back to the community because they are using their equipment, some of their coaching staff and expertise, to help our local kids learn the sport of football and sportsmanship while giving them the chance to perform on a field in front of family and friends. Target growth of 2,500

people. Projecting 25 percent growth year over year. This event brings 500 athletes, approximately 40 teams, and an estimated 800-1000 parents, coaches, and fans attending the event. Hoping to grow this event more to the Tourism side. The expected growth in teams and spectators will contribute to a measurable increase in hotel room usage, visitor spending, regional exposure, and overall local economic impact. 10-18 youth participate in this event.

Marwin Spiller asked if they are hoping to grow this event into something bigger beyond the five years. Patrick Kelly shared, yes that is the plan. We would like to get this to be not just fundamentals but into flag football and leagues competition eventually for children, men, and women too from all over participating and attending these events.

A motion was made by Marwin Spiller and seconded by Gregory Wilson, all in favor, opposed by none, with unanimous approval.

4b. Kappa Alpha Psi Fraternity – C. Rodger Wilson Leader Conf. – October 23-26, 2025 - \$2,500

Jimmy Faggett shared the regional conference will be at downtown Four Points by Sheraton Peoria, seeking funds to help host this event. The amount on the application is \$2,500 but seeking \$5,000. In order to allow the event to provide ways and means for a bigger conference in future years. Will be using the \$5,000 to get a larger conference in the future and make a good showing this year. It will also help offset some current expenses such as parking at Four Points by Sheraton Peoria parking deck the guests will incur. The leadership classes will take place for undergrads and cost alumni members at Bradley University. During the event, we use diverse local talent to help with photography, DJ, caterers' all local, staying at Four Points Sheraton Peoria. This is the type of framework to put forth to get to a bigger conference in years to come back to Peoria and have that showing here.

City Manager asked how many registries you think you will have at the event and how many hotel rooms will be reserved. Jimmy said there should be around 1,000 registrants and actually staying at the hotel around 300 rooms. There are 5 states that contribute to this region, and those five states include Minnesota, Michigan, Iowa, Illinois, and Indiana. The money will provide financial flexibility and offset parking and aid in the expenses of the local entrepreneurs we are providing resources to and to get bigger conferences here in the upcoming couple of years. They will be staying here three nights, Thurs., Fri., and Sat. night. Gregory Wilson asked if there are any branding opportunities for the city. Leadership classes will take place at the diversified local talent, photographers, drivers, etc.

Bernice asked how much the parking space is and if members will receive a Welcome Packet with material in it that could have restaurant material and things to do in our city to generate revenue. Jimmy said site survey said it will be \$10-\$15 per day and yes there will be Welcome Packet information. Jimmy is very active on the regional level and expressing to individuals' places to eat and will have entertainment at the hotel.

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

4c. Big Picture Peoria Film Festival – November 21-22, 2025 - \$2,500

Eileen said this is the second year after pandemic of offering the film festival, had two prior to the pandemic. They have doubled the submissions that were received last year so the word is definitely getting out. There will be 25 films shown over three screenings, and the people who submitted films from out of town have all verified they are coming. Besides the Director, they bring actors and crew along as well. We have built time for a lot of gatherings for the film makers so they will have after parties and encouraged them to go out. Last year we gave them a downtown guide so they dined at the

restaurants, our volunteers are all prepared to share places they can go and things to do, and we have the three screenings at the Riverfront Museum this year. We will get word out by social media and the Riverfront Museum will run an ad for the film festival and all the sponsors will be listed on the ad. In addition to the social media that we run the museum will also run. We will have some radio time as well to get the word out. There are no other film festivals like ours in the area so we can draw people from surrounding places as well to come see the festival. There is a block of rooms reserved at Four Points by Sheraton Peoria and the after party on Saturday night is at Zion.

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

5. Unfinished Items: None

6. New Business: None

7. Public Comments: None

8. Next Scheduled Meeting: Friday, November 14, 2025.

9. Adjournment: Meeting adjourned by Council Member Bernice Gordon-Young and seconded by Dan Kouri at 9:36 a.m.

Motion carried unanimously.