Minutes of September 16, 2016 Regular Meeting

The regular meeting of the Tourism Reserve Fund Committee was held on September 16, 2016, in Room 110 at City Hall, 419 Fulton Street, Peoria, Illinois, 61602. The meeting was called to order at 9:05 am.

1. Roll Call

PRESENT:

Committee Voting Members:  City of Peoria Members:
Ryan Spain, City of Peoria  Shaun Schoonover, City of Peoria
Casey Johnson, City of Peoria
Leonard Unes, City of Peoria
Jim Garner, CVB
Bill Spears, CVB

Non-Voting:
Patrick Urich, City of Peoria
Don Welch, CVB

2. Approval of the Minutes
A motion was made by Leonard Unes to approve the minutes from the August 19, 2016 regular meeting, and seconded by Ryan Spain.

Shaun Schoonover reviewed and provided current financials.

4. 90 % Civic Center Fund
   a. Grant Application for Regional Basketball Tournament
      (July 14 – 16, 2017) $6,000

5. 10% Non-Civic Center Fund
   a. Grant Application for Sweet Sixteen Basketball Tournament
(July 20 – 23, 2017) $7,500

Don Welch stated that a motion is for a possible grant of $7,500 maximum. Regional will be $6,000. Bill Spears motioned to approve and to go for both tournaments. Leonard Unes seconded the motion.

6. Peoria Marketing Fund
   a. Marketing Plan for Peoria 2017

   **Content Marketing: $26,000**

   Cara Allen (CVB) discussed CVB’s targets regarding Digital Campaigns. Pati Flannery gave an overview of cost for Social Media stating that there is only a charge when someone visits the website. Pati explained how and what they focus on to write the content. Ryan Spain agreed that it is a great idea; however it should be tackled regionally, not locally. Ryan stated that the content works better regionally.

   Leonard Unes motioned for the approval of $20,000. Ryan Spain stated that the discussion was about many items. Ryan suggested to hear the entire presentation to make a decision. Bill Spears agreed that the Committee needed to hear more and have more questions answered.

   **Digital Meetings Advertising: $25,000**

   Cara explained how Digital Meeting Advertising works and that the target meeting planners are in the Upper Midwest Region. Cara also talked about how many ads have been created and how many clicks the City has gotten.

   **Midwest Meetings: $4,500**

   Cara discussed all of the magazines that are used.

   **Small Market Meetings: $4,950**

   Cara Allen spoke about Mardi Gras. 3,000 to 4,000 were at the event. Ryan Spain supports Mardi Gras; however, stated it should be moved to Local Funds. Don Welch motioned to move to local funds for approval. Ryan Spain requested to bring it back at the next meeting for further discussion.

   Cara Allen discussed Bike Share Stations. Sponsorships will be needed to get it off the ground. Jim Garner asked if $36,000 per was per year, each year for sponsorship. Cara stated that it is $36,000 each year. Ryan stated it will be good for the City and he supports it. Ryan stated that he would volunteer time to help get it started.

   Ryan Spain moved to defer and Don Welch seconded the motion. Patrick Urich stated we should revisit in 60 days.

   Cara talked about putting a Circuit in the Bike Trail.

   Patrick Urich stated to hold off on this and to defer, Don Welch seconded the motion to defer for 60 days. Ryan spoke about talking to Adam White and go to the Park District to get more information on locations. Ryan also stated it should be a core mission of the Park District.

   Don Welch asked Patrick Urich if he would be willing to meet with Park District with CVB to discuss this.

   Don Welch motioned to revisit in 60 days; Ryan Spain seconded.
Travel to Peoria Media Blitz: $14,950
Ryan Spain moved to approve this one item. Don Welch seconded to approve Travel to Peoria Media Blitz.

Ryan Spain motioned to approve the Printed Items. Casey Johnson seconded to approve.

Content Marketing, $20,000 – Bill Spears motioned $15,000 grant for Content Marketing, seconded by Leonard Unes.

Digital Media Advertising: $25,000
Ryan Spain motioned to approve; Bill Spears seconded.

UNFINISHED BUSINESS
Don Welch stated that he and Patrick Urich had a discussion about the 10% Local Funds and said they would like to bring it back to the next meeting.

NEW BUSINESS
NONE

PUBLIC COMMENT
NONE

ADJOURNMENT
There being no further business, a motion was made at 11 am by Don Welch to adjourn the meeting. It was seconded by Ryan Spain and approved unanimously by voice vote.

The next meeting will be held Friday, October 14, 2016 in Room 110, at City Hall, 419 Fulton Street, Peoria, Illinois, 61602 at 9 am.