Minutes of April 7, 2017 Regular Meeting

The regular meeting for the Tourism Reserve Fund Committee was held on April 7, 2017, in Room 110 at City Hall, 419 Fulton Street, Peoria, Illinois, 61602. The meeting was called to order at 9:04 am.

1. Roll Call

**PRESENT:**

**Committee Voting Members:**

Casey Johnson, City of Peoria
Leonard Unes, City of Peoria
Dan Kouri, CVB

**City of Peoria Members:**

Shaun Schoonover, City of Peoria

**NOT PRESENT**

Ryan Spain, City of Peoria
Bill Spears, CVB

**Non-Voting:**

Don Welch, CVB
Patrick Urich, City of Peoria

2. Approval of the Minutes

- A motion was made by Casey Johnson to approve the minutes from the March 10, 2017 regular meeting, and seconded by Dan Kouri.


Shaun Schoonover reviewed and provided current financials. Patrick commented that the amount on the Local Fund Grant Approval shows as $35,500 and on the next page its $25,500. Shaun stated that he would take a look at the formula.

- Patrick Urich motioned to receive and file financials, Casey Johnson seconded.
4. Local Community Events
   a. Peoria Art Guild Fine Art Fair - $15,000 requested

   Cathi Hawkinson spoke about the Art Fair. Cathi stated they are working on getting a better handle on getting zip codes from where people are coming from. Patrick Urich asked Cathi about the advertising being Peoria based. Cathi stated that advertising regionally is very expensive. They are going to start advertising in brochures in other art fairs.

   Casey Johnson asked how many people stay in hotels. Cathi stated that the 150 artists come in on Friday night and stay for the weekend. Casey also stated that if more stayed the money could be taken out of the 10% fund.

   Leonard Unes motioned to approve $10,000, Patrick Urich seconded.

   b. Alpha Media Unity Point Health Red White and Boom - $15,000 requested

   Gail Hedrick talked about the event. They received $8,000 in 2015 and 2016 and $10,000 in 2014 and $8,000 in 2013.

   Leonard Unes stated that though it is a great event, we need to watch our budget.

   Mr. Unes motioned to grant $8,000, Casey Johnson seconded.

   c. Wildlife Prairie Park Olde English Faire - $13,000 requested

   Gail Hedrick stated the event has grown over the past 3 years. They received $5,000 in 2015 and 2016. The funds will be used for marketing. Don Welch mentioned deferring until the next meeting so that they can come in.

   Patrick Urich stated that he is comfortable with granting $5,000. Casey Johnson motioned to approve $5,000, Patrick seconded the motion.

5. 10% Non-Civic Center
   a. Brad Wallin Memorial Tournament – St. Jude Benefit - $6,950 requested

   Jeff Wallin introduced himself and spoke about how the event has grown. Casey asked if there is potential for even more growth. Mr. Wallin stated yes and that teams from all over to participate.

   Patrick Urich motioned to approve $6,950, Casey Johnson seconded.

UNFINISHED BUSINESS:
- 2016 Peoria Park District Reimbursement Request
- Patrick stated that he had a good meeting with Peoria Park District. Patrick motioned to approve the $5,000 reimbursement request. Casey Johnson seconded the motion.

NEW BUSINESS
NONE
PUBLIC COMMENT
NONE

ADJOURNMENT

There being no further business, a motion was made at 10:05 am by Shaun Schoonover to adjourn the meeting. It was seconded by Casey Johnson.

The next meeting will be held Friday, May 12, 2017 in Room 110, at City Hall, 419 Fulton Street, Peoria, Illinois, 61602 at 9 am.