Minutes of March 10, 2017 Regular Meeting

The regular meeting for the Tourism Reserve Fund Committee was held on March 10, 2017, in Room 110 at City Hall, 419 Fulton Street, Peoria, Illinois, 61602. The meeting was called to order at 9 am.

1. Roll Call

**PRESENT:**

**Committee Voting Members:**
- Casey Johnson, City of Peoria
- Leonard Unes, City of Peoria
- Dan Kouri, CVB
- Bill Spears, CVB

**City of Peoria Members:**
- Shaun Schoonover, City of Peoria
- **NOT PRESENT**
- Ryan Spain, City of Peoria

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

2. Approval of the Minutes

- A motion was made by Leonard Unes to approve the minutes from the February 10, 2017 regular meeting, and seconded by Bill Spears.


Shaun Schoonover reviewed and provided current financials. Shaun stated that a change needed to be made. The $5,000 for the Peoria Park District had already been approved. He then provided the correct current financials.
• Bill Spears motioned to receive and file financials, Dan Kouri seconded.

4. Local Community Events Grant Criteria Update

Bill Spears stated that this discussion should be deferred until everyone was present at the meeting. Patrick seconded the motion.

5. Local Community Events
   a. Peoria Art Guild Fine Art Fair - $15,000 requested

Gail Hedrick talked about the event and their budget. Patrick talked about how sales tax is handled. Bill Spears asked about how Chicago handles their art fairs with street festivals. Patrick will be reaching out to Chicago.

Gail mentioned that since 2013 they have received $15,000. Patrick mentioned that they should beef up their advertisement. Patrick stated that questions need to be asked and the Peoria Art Guild should attend the next meeting. The questions include: 1) are sales taxes collected and, if so, are they going to Peoria or to place of origin? 2) where is the advertising (outside of the local area) and can the advertising base be expanded to bring in more out of town visitors who might more likely to spend the night? 3) Where are the attendees coming from?

Casey Johnson motioned to defer until the April meeting, seconded by Bill Spears.

6. 10% Non-Civic Center
   a. Central Illinois WWII Re-enactors Inc. - $10,000 requested

Brendan Reed Schuller, President of the Central Illinois WWII Re-enactors, spoke about the event. He commented that it is the 2nd largest WWII event in the state.

Gail Hedrick asked if they do any kind of surveying of where spectators come from. Brendan stated that it is primarily just by asking people where they came from.

Casey Johnson made a motion to approve the $10,000 contingent upon $2,000 being put towards hotel blocking and tracking. Bill Spears seconded the motion.

UNFINISHED BUSINESS

2016 Peoria Park District Reimbursement Request
• Patrick would like to defer for one more month so that he can set up a meeting with Peoria Park District.

NEW BUSINESS
NONE
PUBLIC COMMENT
NONE

ADJOURNMENT

There being no further business, a motion was made at 9:45 am by Casey Johnson to adjourn the meeting. It was seconded by Bill Spears.

The next meeting will be held Friday, April 7, 2017 in Room 110, at City Hall, 419 Fulton Street, Peoria, Illinois, 61602 at 9 am.