Minutes of December 13, 2017 Regular Meeting

The rescheduled regular meeting for the Tourism Reserve Fund Committee was held on December 13, 2017, in Room 110 at City Hall, 419 Fulton Street, Peoria, Illinois, 61602. The meeting was called to order at 9:00 am by Chairman, Don Welch.

1. Roll Call

Present: Bill Spears, (Voting); Patrick Urich, (Voting); Dan Kouri, (Voting); Don Welch, (Voting) – 4

Absent: Leonard Unes, City of Peoria; Casey Johnson, City of Peoria; Ryan Spain, City of Peoria - 3

Others Present: Shaun Schoonover, City of Peoria

2. Approval of the Minutes

- A motion was made by Patrick Urich and seconded by Bill Spears to approve the November 9, 2017 minutes.
  Approved by roll call vote.
  o Yeas: Welch, Spears, Kouri, Urich – 4;
  o Nays: None.

3. Financial Report

- Shaun Schoonover reviewed and provided current financials. Bill Spears moved to approve the financials and Dan Kouri seconded.
  Approved by roll call vote.
  o Yeas: Welch, Spears, Kouri, Urich – 4;
4. Items for Approval

4a. Grant Application for Art Partners of Central Illinois – One State Together in the Arts in 2018 (10% Fund)
Amount Requested: $5,000

Bill Spears brought a motion of $3,000 with a dollar for dollar match from the Arts Partners. Thereby, the Committee matching up to $3,000 if Arts Partners put in $3,000. Dan Kouri seconded the motion.

Yeas: Welch, Spears, Kouri, Urich – 4;
Nays: None.

4b. Grant Application for the Inked Entertainment Illinois Society of Association Executives (ISAE) (10% Fund)
Amount Requested: $11,650

Joni Staley spoke about the event and stated that it is a marketing opportunity for Peoria. Bill Spears asked why the request is being asked to be taken out of the 10% fund rather than the Peoria Marketing Fund.

Patrick Urich made a motion to take the funds out of the Peoria Marketing Fund. Bill Spears seconded the motion.

Approved by roll call vote.
Yeas: Welch, Spears, Kouri, Urich – 4;
Nays: None.

UNFINISHED BUSINESS:
Madden Media portion of $100,000 for Enjoy Peoria Marketing Plan for Peoria 2018

Don Welch telephoned Cara Allen to join the meeting. Cara spoke about Madden Media.
Bill Spears made a motion for $76,000; Patrick Urich seconded the motion for further discussion. For further discussion, Bill Spears stated he wanted quarterly reports on the progress.

Bill Spears motioned $76,000 with a quarterly report and a report the first month; Patrick Urich seconded.

Approved by roll call vote.
- Yeas: Welch, Spears, Kouri, Urich – 4;
- Nays: None.

**NEW BUSINESS:**
Bill Spears spoke about changing the 10% fund slightly. Mr. Spears asked about putting more amenities into Peoria. By interacting more with the hotels, visitors would have more access to what Peoria has to offer during their stay. Mr. Spears suggested using the 10% fund to help adding amenities to Peoria rather than funding an event to be held in Peoria.

Don Welch commented that brainstorming needs to be done in a meeting with Council members. Don also spoke about a few amenities that are currently on hold. Patrick Urich agreed that a couple hour meeting needs to take place to plan a strategy.

Don Welch also mentioned that he would like more feedback from the Committee on how the Committee would like the Peoria Marketing Funds to be spent; asking for guidance, direction and ideas.

Patrick Urich stated that Mayor Ardis will be making some additional appointments to the Committee.

**PUBLIC COMMENT:**
NONE

**ADJOURNMENT:**

Don Kouri adjourned the meeting at 10:00 am.

The next meeting will be held Friday, January 12, 2018 in Room 110, 419 Fulton Street, Peoria, Illinois, 61602 at 9 am.