Minutes of April 13, 2018

TOURISM RESERVED FUND MEETING

The Tourism Reserve Fund Committee Meeting was held on April 13, 2018 in Room 110 at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The meeting was called to order at 9:00 a.m. by Chairman Don Welch.

1. ROLL CALL:

Present: Don Welch, (Non-Voting); Shawn Schooner, Bill Spears, (Voting); Patrick Urich, (Non-Voting), Gail Hedrick; Marvin Spiller, (Voting); Denis Cyr, (Voting) Danielle Bensing

Absent: Denise Moore, Dan Kouri

Others Present: Sharon Gramm, Leon Edwards, Nate Heinold; Mark Misselhorn; Doug Dillow; Brien Davis; Eva Kirschbaum

2. APPROVAL OF MINUTES:

- Motion made by Bill Spears and seconded by Denis Cyr to approve the minutes to the March 2nd meeting.
- Approved by Roll Call Vote:
  - Yeas: Spears, Cyr, Spiller – 3
  - Nays: None

3. FINANCIAL REPORT:

Ending Local Funds: $56,733.00
10% - Fund: $48,838
Peoria Marketing Fund: $318,961.00

Total Grant Request:
$26,500 – Local
$60,500 – 10% Fund

Bill Spears moved to approve the Financials and seconded by Denis Cyr.
4. ITEMS FOR APPROVAL:

**Local Applications:**

4a. 2018 Peoria Riverfront Market - $11,000 - **Denied / $7,000 Approved**

The Peoria Riverfront Marketing representative explained that the original total grant request is for $11,000 with $4,000 for a storage shed to store their equipment and $7,000 for advertisement. After discussion regarding the challenges facing the Riverfront Market with storage, and logistics of moving their equipment around, the TRF Board offered their assistance to the Riverfront Market by locating storage for the 20 weeks during the summer months. The $7,000 requested for advertising costs would come out of the Peoria Marketing Fund.

Bill Spears made a Motion to Approve $7,000, Denis Cyr seconded

**Approved by Roll Call Vote: Passed**
- **Yeas:** Spears, Spiller, Cyr – 3
- **Nays:** None

4b. 2018 Olde English Faire - $13,000 – **Denied / $5,000 Approved**

Olde English Faire is requesting assistance in advertising to get the message to the Metropolitan areas this year. They are focusing on the medium size communities - the Cities surrounding the Peoria area along with advertising with the Chicago Tribune and WGN other advertisement.

Bill Spears made a Motion to approve $5,000 seconded by Denis Cyr

**Approved by Roll Call Vote: Passed**
- **Yeas:** Spears, Spiller, Cyr – 3
- **Nays:** None

4c. 2018 Disc Downtown Peoria - $2,500 – **Approved**

Disc Downtown is a community event to get the community to come together. It will be held on the day before the Ledgestone Insurance Open kicks off. They are asking for reimbursement for travel and expenditure of blocking off the roads. This will be a one (1) day event and the first time the event is held outside of the Grand Rapids area.

A Motion was made to approve $2,500 by Bill Spears and seconded by Marwin Spiller.

**Approved by Roll Call Vote: Passed**
- **Yeas:** Spiller, Spears, Cyr – 3
- **Nays:** None

10% Fund Applications:

4d. 2018 Tailgate N’ Tallboys/Spring Fling/Peoria Riverfront Concerts (Inked Entertainment) $45,000 (inclusive) **Denied / $25,000 Approved**
Tailgate N’ Tallboys representative spoke about the events that have been planned. They are seeking $45,000 for advertisement. The request covers seven (7) events during the spring and summer months with the advertising cost of $5,000 for five (5) of the events and $10,000 for two events. Tailgate N’ Tallboys already received $20,000 earlier this year and seeking additional funding for the remaining events. All requested funds are for marketing. There are 34 States being represented, 11,000 tickets have been sold outside of Illinois which also includes multi-day passes; 70% are for the June weekend.

Motion was made to approve $25,000 by Denis Cyr and seconded by Bill Spears.

Approved by Roll Call Vote: Passed
- **Yeas:** Cyr, Spiller, Spears – 3
- **Nays:** None

**4e. 2018 Central IL WWII Re-Enactors** - $8,000 - Approved
This is the 10th Annual Military Tribute & Salute to Veterans. They are requesting $8,000 in funding for hauling of the Tanks and Fuel for this event. The Central IL. WWII Re-Enactors had a very successful year last year, therefore is requesting only $8,000 this year from the $10,000 in 2017.

Bill Spears made a Motion to approve $8,000 and seconded by Denis Cyr

Approved by Roll Call Vote: Passed
- **Yeas:** Cyr, Spiller, Spears – 3
- **Nays:** None

**4f. 2018 Ledgestone Insurance Open** - $7,500 – Approved
Ledgestone is a nationwide disc golf event that will attract competitors from across the country in which 45 States will be represented. 95% of the players are from outside of the Peoria area. There are currently 661 players participating. They are requesting funding of $7,500 to assist in getting each player a “Goody Bag” which most of the items will come from Joan's Trophy.

- Motion was made to Approve $7,500 by Bill Spears and seconded by Denis Cyr

Approved by Roll Call Vote: Passed
- **Yeas:** Cyr, Spiller, Spears – 3
- **Nays:** None

**OTHER:**

**Revised PMF Criteria (Administration of Fund)**
Discussed providing the PACVB with an annual allotment of $45,000 from which they would be able to spend **up to $15,000 per occurrence** without having to get further approval. Amounts over the $15,000 must get approval from the TRF Committee.

Approved by Roll Call Vote: Passed
- **Yeas:** Cyr, Spiller, Spears – 3
- **Nays:** None

1. **UNFINISHED ITEMS**
5a. Clean Water Celebration – 2018 and 2019

- This event is held at the Peoria Civic Center, no other TRF funding is applicable.

  This was communicated to the Sun Foundation after the March 2, 2018 meeting.

5b. Peoria 2017 CVB Funding

- Expense Breakdown for Information Only.

2. **NEW BUSINESS**

- None

3. **PUBLIC COMMENTS**

- None

4. **ADJOURNMENT**