The Tourism Reserve Fund Committee Meeting was held on June 8, 2018 in Room 110 at City Hall, 419 Fulton Street, Peoria, Illinois 61602. The meeting was called to order by Don Welch.

1. ROLL CALL:

Present: Don Welch, (Non-Voting); Shawn Schooner, Bill Spears, (Voting); Patrick Urich, (Non-Voting); Gail Hedrick; Marwin Spiller (Voting); Denis Cyr (Voting); and Dan Kouri, (Voting) and Cara Allen.

Absent: Denise Moore

Others Present: Susie Stockman, Brien Dunphy, Holly Mosack and Shannon Cox

2. APPROVAL OF MINUTES:

- A Motion was made by Denis Cyr and seconded by Bill Spears to approve the May 11, 2018 meeting minutes.

Approved by Roll Call Vote:
  - Yeas: Cyr, Spears, and Spiller
  - Nays: None

3. FINANCIAL REPORT:


Ending Local Fund: (Before Requests): $67,733.00
  - Pending Approval: $35,000.00
  - Ending Balance: $32,733

10% Fund: (Before Requests): $66,838.00
  - Pending Approval: $11,000.00
  - Ending Balance: $55,838.00

Peoria Marketing Fund: (Before Requests) $293,000.00
  - Pending Approval: $17,950.00
  - Ending Balance: $276,011.00

Marwin Spiller moved to approve the Financials and seconded by Dan Kouri.
4. ITEMS FOR APPROVAL:

Local Applications:

4a. 2018 Santa Claus Parade / Yule Like Peoria - $20,000 / Approved

Susie Stockman spoke on behalf of the Santa Claus Parade requesting an increase in funds from $10,000.00 the previous year of 2017 to $20,000.00 this year. According to Susie, the request for the increase is due to now having to pay for street closings; police at corners and public works which has caused a financial crunch. Susie noted the property at 720 E. Park houses the Santa Clause Parade floats and equipment which is also an expense.

Susie also explained the history of PACE, the Board; the Santa Clause Parade which is now in its 130th year; and their current financial status and expenses to cover the parade. Susie noted that even in asking for $20,000.00, the amount will not cover all of the expected expenses of putting on the 2018 Santa Clause Parade.

Dan Kouri made a Motion to approve $20,000, Bill Spears seconded with the stipulation that they come back with a 5-year plan.

Approved by Roll Call Vote: Passed
  o Yeas: Spears, Spiller, and Cyr (3)
  o Nays: None

4b. 2018 Peoria Art Guild Fine Art Fair - $15,000 - Denied / $10,000 Approved

Kim Sanders, representative for the Peoria Art Guild Fine Art Fair, reported it’s their 56th Annual Peoria Art Guild Fine Art Fair and they are in the top 100 of Art Fairs. They are requesting $15,000 for additional marketing to broaden the area of advertising to bring more people into Peoria and to keep up with their advertising. The Grant would also provide the opportunity to keep up with other marketing advertising venues such as City Link bus; sign companies; Central IL. Magazines and many others.

Kim also reported this year they will introduce an “I Buy Art Initiative” to encourage people to buy Art. This will create an Art Fair in our community that is known by the Artists and this Initiative will hopefully secure at least 10 local businesses and/or art collectors to pledge to buy a piece of art prior to the opening of the Art Fair.

Kim Sanders noted they were planning to purchase software that will allow people to share their information upon arrival regarding their lodging, email address, how long in Peoria, etc.
However, the Peoria Arts Guild was offered assistance for next year by the PACVB by providing usage of their Housing Portal which would pick up the information they were seeking through reservations.

A motion was made to approve $10,000 by Bill Spears and seconded by Denis Cyr.

Approved by Roll Call Vote: Passed
- **Yeas**: Spiller, Kouri, Cyr (3)
- **Nays**: None

**10% Fund Applications:**

4c. **2018 Peoria First to the Finish Cross Country Invitational - $3,500 / Approved**

Brien Dunphy, Activities Director at Peoria High School-District 150, requested $3,500 grant for the 2018 Peoria First to the Finish Cross Country Invitational which will be held on September 8, 2018. This grant request will assist with the cost of hosting the meet at Detweiller Park course and equipment rental.

Mr. Dunphy reported when he took over there was 52 schools involved in the First to the Finish Cross Country Invitational. Now there are 5,200 runners, 15,000 spectators from across the state representing over 200 schools that come to Peoria to compete.

Brien noted that upon taking the advice of the TRF Board, they now receive sponsors for (3) years instead of one year. Currently they have $1,750.00 from sponsors and they are utilizing sponsors for more than one year. He said Jimmy Johns just signed on for two (2) years. Mr. Dunphy is now attempting to get his coaches to go out and get sponsors as he is hoping for more of a group impact.

A motion was made by Bill Spears to approve the $3,500 request and seconded by Dan Kouri

Approved by Roll Call Vote: Passed
- **Yeas**: Spiller, Cyr, Kouri
- **Nays**: None

4d. **2018 Peoria High Cross Country Invitational - $2,500 / Approved**

Brien Dunphy, Activities Director at Peoria High School-District 150, is requesting a $2,500 grant for the 2018 Peoria High Cross Country Invitational.

Mr. Dunphy explained Peoria High Cross Country Invitational will be on Sept. 30th, three weeks after the Peoria First to the Finish Cross Country Invitational. They have over 2,250 runners from across the state that come to Peoria to compete. It is a major attraction for these student athletes to run on the historic Detweiller Park course. They are requesting the grant to assist with the cost of hosting this meet at Detweiller Park along with equipment rental.

A motion was made by Dan Kouri to approve $2,500 request and seconded by Denis Cyr...
Approved by Roll Call Vote: Passed
  o Yeas: Cyr, Spiller and Spears (3)
  o Nays: None

4e. **Battle at the Ballpark - $5,000 / Approved**

Holly Mosack, spoke on behalf of the Battle at the Ballpark request for a $5,000 grant. Holly stated this is the 5th consecutive year of hosting the Battle at the Ballpark event which has risen from 40 competitors to approximately 200 competitors this year and is very inclusive to kids. This event is held at Dozer Park which is considered the largest CrossFit competition in Central Illinois which will bring an additional 300/400 spectators.

Each year during this event, Battle at the Ballpark promote a military charity, and for the past few years they have promoted Team Red/White/Blue. This is a national non-profit organization committed to enriching veterans’ lives through physical fitness and social activities. According to Holly, the goal in requesting the $5,000 is to pay the facility rental fee at Dozer Park; equipment needs; social medial marketing to increase their competitors from the Chicago, St. Louis, Quad Cities and the downstate Illinois area. Those expenses in additional to prizes for the winners, marketing in the local community to attract more spectators, t-shirts and providing water/lunch for the volunteers reflect our needs.

A motion was made by Marwin Spiller to approve the request for $5,000 and seconded by Bill Spears.

*Approved by Roll Call Vote: Passed*
  o Yeas: Cyr, Kouri Spears (3)
  o Nays: None

**Peoria Marketing Fund Applications:**

4f. **Peoria Area CVB – July 2018 Tourism Campaign 17,950 / Approved**

Cara Allen spoke in behalf of the Peoria Area Convention and Visitor’s Bureau’s request for $17,950 in order to launch their July Tourism Campaign which will be targeted towards Chicago, St. Louis and the Quad Cities. Their theme is “For Everyone” in which a new 30 second Commercial will air at these locations along with radio spots. The Commercial will also air on June 19th at 9:30a.m. at the Riverfront Museum in Peoria.

There will also be a Billboard Campaign in the Chicago, St. Louis and The Quad Cities which will showcase Peoria as a strong presence in Illinois for business, meetings and events. The Billboards will follow the theme with a “The Weekend Awaits” – “Something for Everyone” in Peoria, IL.

The cost breakdown for their request is $7,600 for St. Louis (I-70 / I270); Chicago $8,000 (I-80 / I-55) and the Quad Cities in the amount of $2,350.

A motion was made by Marwin Spiller to approve $17,950 and seconded by Bill Spears

*Approved by Roll Call Vote: Passed*
  o Yeas: Kouri, Cyr, Spears (3)
  o Nays: None
5. UNFINISHED ITEMS:

6. NEW BUSINESS:
   New Requirement for Applicants who historically apply for – 10% Application Fund

   A new requirement that a notice will be sent out to “Historical Applicants” who apply for a Grant from the 10% Fund. These applicants must utilize the Peoria Area Convention and Visitor’s Bureau Housing Portal in their 2\textsuperscript{nd} year approved request from the 10% Fund.

   A motion was made by Dan Kouri and seconded by Bill Spears for the new requirement for the 10% Fund next year and carried as new business.

   \textbf{Approved by Roll Call Vote: Passed}
   \begin{itemize}
   \item \textbf{Yea}s: Cyr, Spiller and Spears (3)
   \item \textbf{Nay}s: None
   \end{itemize}

   \textbf{Note:} Due to the New Business item not being on the Agenda, it will be acted on at the next TRF meeting, Friday, August 17, 2018.

7. PUBLIC COMMENTS:

8. ADJOURNMENT: