MINUTES OF DECEMBER 14, 2018

TOURISM RESERVED FUND MEETING

The Tourism Reserve Fund Committee Meeting was held on December 14th, 2018 in the board room of the Peoria Area Convention and Visitor’s Bureau office, 456 Fulton Street, Suite 300, Peoria, Illinois 61602. The meeting was called to order at approximately 9:00 a.m. by Chairman Don Welch.

1. Roll Call
   a. Present: Don Welch (Non-Voting), Dan Kouri (Voting), Denise Moore (Voting), Leon Edwards, Shaun Schoonover, Marwin Spiller (Voting), Gail Hedrick, Cara Allen

2. Approval of Minutes:
   A motion was made by Dan Kouri and seconded by Denise Moore to approve the minutes from the November 9, 2018 meeting minutes.

3. Financial Report:
   Gail Hedrick gave an overview of the Financial Report:
      a. Balances: error in report $118,000

      Ending Local Fund: (Before Requests): $28,733
         o Pending Approval: $40,000 (2019)
         o Ending Balance: $28,733

      10% Fund: (Before Requests): 43,088
         o Pending Approval: $0
         o Ending Balance: $43,088

      Peoria Marketing Fund: (Before Requests): $341,105
         o Pending Approval: $0
         o Ending Balance: $341,105
b. Last year Inked Entertainment requested $45,000 from this committee.

c. A motion was made by Dan Kouri and seconded by Marwin Spiller.

4. Items for Approval

10% Fund Applications:

a. 4a Inked Entertainment: $40,000
   i. TGNT money last year went directly to concerts
   ii. This year, money granted will go to other shows on the riverfront.
   iii. Refer to report
   iv. Extended weekend to Thursday, bringing in larger artist to generate attendance
   v. They do 8 other shows throughout the year on the riverfront
   vi. Now working with Country Thunder to work with artist bookings
   vii. Sponsors are also working to donate to local charities
   viii. 2019, continue to grow TGNT year after year. Free show featuring Bret Michaels to start to mesh genres.
   ix. Grow the rock festivals to the level of country festivals
   x. Main stage under 74 bridge usually. This year will all be down closer to Riverplex and sound facing toward Gateway building. Helps control the sound and also fit another 6-7,000 people
   xi. Going to be using a stage from the state fair. Become a permanent stage through the end of September. The biggest cost is the construction and deconstruction of the stage, so this will alleviate the cost.
   xii. This permanent stage will save other entities like the park district that stage cost as well
   xiii. Will continue to grow housing

b. Question from Denise Moore:
   i. Any schematics that show where the sound will emanate as opposed to last year? Are the noise complaints just going to change from one side to another? Decibel levels?
      1. Info can be forwarded to Moore in the future
   ii. Consider giving free tickets to apartment complexes that notoriously complain about noise
      1. Trying to have music cut off time be 11p.m. this year
   iii. Communicate with housing associations to show good will
   iv. Feedback on Soul Fest
      1. Mixed feedback. Mixed emotion by just having blues/jazz on Friday, R&B on Saturday and gospel on Sunday
      2. Next year, it’s going to be more mixed genres each night
   v. Artists on Saturday night used extremely vulgar language. Local artists were not suited for a family-friendly event.
   vi. Friday & Sunday were extremely low attendance.
vii. Minimal to zero regional outreach (Bloomington, Galesburg, Danville, Springfield)

viii. Moore has major concerns regarding this event
   1. Attendance was increased year over year
   2. Agrees that there is room for improvement on all levels

   c. Question from Kouri
      i. How does it work with weather?
         1. Rain out plan?
            a. Rare of a true rain out
            b. Delay shows
            c. Attempts to reschedule first before refunds
            d. Event is insured in case of true rain outs

      ii. Discussion over the Nelly/Juvenile crisis

      iii. The money comes out of 2019?
         1. Don: Up to the committee, this will clean out the fund if the full amount is approved

   d. Question from Spiller
      i. As these events grow, will you be able to give back?
         1. Charitable donations will increase as all shows grow year over year.
         2. Inked was crucial in helping book entertainment for CVB’s Mardi Gras event.
         3. Cara Allen voiced that the two guys helping with these shows are local boys trying to make the area better.
         4. TGNT were the guinea pigs for the CVB’s housing system to allow us to service the large groups like ILMEA.
         5. Schoonover said that the amount requested is a very reasonable request compared to most

   e. Motion from Spiller for $40,000
      i. Kouri voiced concern of additional 2019 requests
         1. Schoonover stated that additional requests will come forward, but hard to anticipate. Suggested blending the amount of money between two funds.
         2. Spiller made motion for 50/50 split over two funds
         3. Moore seconded

      ii. Motion passes

Local Fund Applications:
None

Other:

5. Unfinished items
None

6. New Business
   None

7. Public Comments
   Soul Fest meetings will start soon, open invitation

8. Adjournment
   Denise to adjourn.