MINUTES OF AUGUST 17, 2018

TOURISM RESERVED FUND MEETING

The Tourism Reserve Fund Committee Meeting was held on August 17, 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); Marwin Spiller (Voting); Denis Cyr (Voting); and Dan Kouri, (Voting); Denise Moore (Voting); Joni Staley; and Danielle Bensing

   Others Present: Doug & Eileen Leunig; Bobby Parker; Tom Brown; Hannah Kennedy and Brien Dunphy

2. APPROVAL OF MINUTES:

   A motion was made by Denis Cyr and seconded by Bill Spears to approve the June 8, 2018 meeting minutes.

   Approved by Roll Call Vote:
   o Yeas: Cyr, Spears, and Moore
   o Nays: None

3. FINANCIAL REPORT:


   Ending Local Fund: (Before Requests): $37,733.00
   o Pending Approval: $6,500
Bill Spears moved to approve the Financials and seconded by Dan Kouri.

4. ITEMS FOR APPROVAL:

Local Applications:

4a. Big Picture Arts Festival – 10/13/2018 - $5,000 / Approved

Doug and Eileen Leunig requested $5,000 from the Local Grant Fund for support of their 1st Big Picture Arts Festival which is scheduled for Oct. 13th at the Peoria Riverfront Museum and in Peoria’s Warehouse District. They have a sponsor for $11,000 to help cover any shortfalls and they have sold Art and donated 100% of their profits to the Arts and Common Good. The Leunigs are invested and committed to the Arts and believe they can provide the value of the Arts for the Peoria community, introduce more of the community to public arts and filmmakers of central Illinois.

The Arts Festival is about Big Art with live mural painting, buildings with murals; street artists; kid’s projects; school and community center involvements. The school system is also putting brackets on their buildings for the kids to paint murals and approval has already been given for a 30’ image of Abraham Lincoln to be placed on the Peoria Courthouse building. During the Big Picture Arts Festival, a street festival will be held from 10:00a.m. – 6:00p.m., there will be a lunch break then a Film Festival at the Peoria Riverfront Museum will take place from 7:00p.m. – 9:30p.m.

Doug and Eileen noted it will be a full day of the Arts which will bring a lot of people into Peoria. The Goal is for Big Picture Arts Festival to sustain itself.

A motion was made by Bill Spears to approve $5,000 request and seconded by Dan Kouri.

Approved by Roll Call Vote: Passed
4b. Open House Peoria Investigative Tour – 10/13/2018 - $1,500 / Approved

Bill Spears requested $1,500 from the Local Fund in behalf of the Open House Peoria Investigative Tour. The grant will assist with the cost of the trip to Chicago for the Open House Peoria Investigative Tour. There are 14 people from the Architecture Society of Peoria and Building Trades that have been designated as going on the trip to Chicago in October and they will be traveling on the Peoria Convention and Visitor’s Bureau van for this one (1) day round trip.

The Architecture Society of Peoria and the Building Trades' involvement is to investigate how Open House Chicago is operated and also to look at buildings that are going to be rehabilitated and/or have been rehabilitated and look at those buildings that have architecturally unique qualities about them.

Open House Chicago usually draws 90,000 people into approximately 250 buildings in Chicago. The Open House Peoria Investigative tour will bring back information and apply what is learned for the Peoria Commercial buildings and maybe later add/apply to Apartments in the Warehouse District. It is believed that the Open House Peoria will be self-sustaining because there is not a lot of expense due to the building owners taking most of the expense on themselves and CVB will assist with marketing.

A motion was made by Denis Cyr to approve $1,500 request and seconded by Dan Kouri.

Approved by Roll Call Vote: Passed

- Yeas: Kouri, Cyr, Moore (3)
- Nays: None

10% Fund Applications:


Bobby Parker spoke on behalf of the 2018 Missouri Valley Conference Cross Country Championship and he noted he will be making three requests today. He explained that Bradley University will host the Missouri Valley Conference at Newman Golf Course and 19 teams will be participating with 9 men and 10 women teams. This event will be two weeks prior to the NCAA Cross Country Championship.
Mr. Parker also explained that although they are presented with a budget by Bradley University and the expectation is that they meet that budget, there are added expenses. They would like to provide a large video display board for fans and spectators; in addition to other new expenses in their attempt to partnership with the City of Peoria on events that will make Bradley more attractive and bring more people to Peoria.

A motion was made by Denis Cyr to approve $1,250.00 request and seconded by Denise Moore.

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


Bobby Parker requested $5,000 from the 10% Fund for the NCAA Division I Cross Country Midwest Regional competition which will be held at the Newman Golf Course. The competition will be open to 70 Division 1 Men and Women cross country programs.

Rooms are expected to be reserved through the PACVB Housing reservation portal with the expectation of producing at least 1,000 hotel rooms. This does not include the number of rooms that additional visitors will need who are coming to Peoria for the Ideal Rentals Pink Classic as a result of Peoria hosting the NCAA Regional.

The request for additional funding is due to additional cost for set-up, additional tents; and expenses related to the Pink Classic, a new handbook to include the information for the CVB’s housing portal and an increase in the number of teams participating from 60 teams to almost 90 teams.

A motion was made by Denise Moore to approve $5,000 request and seconded by Marwin Spiller.

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

Mr. Parker requested $2,500 for the MVC Softball Championship. This is the first time it will be held in Peoria and the teams will be lodging at the Shoppes at Grand Prairie Hotels in Peoria and block of rooms has already been set aside.

According to Mr. Parker, the request for additional funding is more of a facility cost due to the cost of $6,000 to rent Louisville Slugger for the weekend which ensures the event is played on schedule in the spring, it allows them to have the championship field, the field next to it, along with a secondary field and the Dome which is closed off to any other tournament. If the tournament has to move inside, they will be able to move it.

The additional funding is also necessary because of the expense to set-up at Slugger field; have additional tents; need for a broadcast location due to the number of people who will be filling the press box. That will need to be prepared and constructed along with additional advertising cost.

A motion was made by Denise Moore to approve $2,500 request and seconded by Denis Cyr.

Approved by Roll Call Vote: Passed

- **Yeas**: Cyr, Moore, Spears (3)
- **Nays**: None

4f. IHSA – Boys and Girls State Cross Country Championship Meet 11/3/2018 - $7,500 / Approved

Brien Dunphy shared that the IHSA Boys and Girls State Cross Country Championship meet will be held in Peoria on Nov. 3rd this year. He is requesting the funding to assist in cost of bringing this event to Peoria which will attract 14,000 to 16,000 spectators. He has hotel information that can be sent to teams for registration and next year the teams can book their rooms 9 months in advance.

Mr. Dunphy said this event has been coming to Peoria for years. He noted this was the only IHSA event in Peoria even before the boys high school tournaments started up. It has fostered and has grown into 19 Championships between IHSA/IESA and has been a very successful annual event.

A motion was made by Denis Cyr to approve $7,500 and seconded by Dan Kouri.

Approved by Roll Call Vote: Passed

- **Yeas**: Kouri, Cyr, Moore (3)
- **Nays**: None
4g. IHSA Boys and Girls State Cross Country Championship Meet, 11/9/2019 - $7,500 / Approved

Brien Dunphy said the IHSA Boys and Girls State Cross Country Championship Meet will be held next year and he is also requesting funding for that Cross Country Championship Meet at this time.

A motion was made by Dan Kouri to approve $7,500 and seconded by Denise Moore.

Approved by Roll Call Vote: Passed
  o Yeas: Kouri, Moore and Spears
  o Nays: None

4h. Chicago Shakespeare Festival – 08/18 – 08/19/2018 - $2,500 / Approved

Representatives from Shakespeare in the Parks shared that Shakespeare’s productions is a professional theater from Chicago with professional paid actors. They have expanded to 18 locations in Chicago and 25 performances in the last 7 years. Shakespeare in the Parks representatives expressed that Mayor Ardis has been very supportive of the performing arts and they are looking forward to performing in Peoria for the 1st time at Glen Oak Park.

The Shakespeare in the Parks has a significant educational program. Flyers are sent out to the schools, universities and all of the Park District programs and more than 40,000 high school and younger students are reached each year. Shakespeare in the Parks will be performing on August 18 & 19, 2018 and this event will be free to the community.

Shakespeare in the Parks reported the following:

- Normally 50% of their budget comes from ticket sales, however this event is free to the community – however, the professional actors, cast and support crew are paid.
- They have 28 supporters in the community that range from $1,000 to $5,000 which includes very generous individuals
- 15 people will be staying at Peoria Hotels (tonight) and 48 people will be staying the next night / and the whole company is coming down and staying in Peoria Hotels.

Shakespeare in the Parks will not be asking for donations at the event, they have currently raised about $44,000 for the event which will cost $50,000.

A motion was made by Bill Spears to approve $5,000 and seconded by Denise Moore.
($2,500 will come from 10% Fund and $2,500 from the Local Community Fund)

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

Peoria Marketing Fund Applications:

Other:

1. UNFINISHED ITEMS:

   None.

2. NEW BUSINESS:

There was discussion of a new TRF policy requiring the use of the PACVB room booking system. This new policy is being enacted because the Tourism Reserve Fund is funded by Peoria hotel tax and by utilizing the PACVB room booking system, they can track the tax dollars being returned to the Tourism Reserve Fund. A letter would be sent to Grant recipients in advance of them getting the grant so they know that this is going to be required.

A motion was made by Denis Cyr to require 10% Grant Recipients to utilize the Peoria Area Convention and Visitor’s Bureau Housing Reservation System for all hotel room needs. Exceptions maybe granted by the Peoria Area Convention and Visitors Bureau. The motion was seconded by Denise Moore.

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

3. PUBLIC COMMENTS:

None.

4. ADJOURNMENT: