MINUTES OF NOVEMBER 9, 2018

TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on November 9, 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:

Present: Don Welch, (Non-Voting), Dennis Cyr (Voting); Patrick Urich (Non-Voting); Marwin Spiller (Voting); Dan Khouri (Voting); Denise Moore (Voting); Cara Allen, Joni Staley, Danielle Bensing, Abbey Rhoades and Ashley Randall

Others Present: Perry Clark, Rick Gaa, Shae Olehy and Brien Dunphy

2. Approval of Minutes:

A motion was made by Dennis Cyr and seconded by Dan Khouri to approve the minutes from the August 17, 2018 meeting minutes.

Approved by Roll Call Vote:

- Yeas: Cyr, Spiller, Khouri, Moore
- Nays: None

3. Financial Report:

Gail Hedrick gave an overview of the Financial Report:

Ending Local Fund: (Before Requests): $28,733
- Pending Approval: $0
- Ending Balance: $28,733

10% Fund: (Before Requests): 45,588
- Pending Approval: $2,500
- Ending Balance: $43,088

Peoria Marketing Fund: (Before Requests): $341,105
4. Items for Approval:

10% Fund Local Applications:

4a. USSSA Great Lakes National Championships (July 15-20, 2019) - not to exceed $31,500 / Approved

Perry Clark requested the amount not to exceed $31,500 for support of the USSSA Great Lakes National Championships at Louisville Slugger Sports Complex. This tournament will have participants from ages 11-18 years old. They estimate over 100 teams (with a maximum of 140 teams) from across the country to enter this event. They expect to bring over 5,600 people to the City of Peoria. USSSA has been hosting National Championships for over 45 years. The tournament is currently held in Rockford, Peoria’s main competitor for sporting events.

A motion was made by Denise Moore to approve an amount not to exceed $31,500 request and seconded by Dan Kouri.

Approved by Roll Call Vote: Passed

- Yeas: Cyr, Kouri, Moore and Spiller (4)
- Nays: None

4b. 2018 Peoria Farm Show (November 27-29, 2018) - $2,500

Joni Staley presented on behalf of Lelonie Luft. This is the 37th year of the Peoria Farm Show. It has been in Peoria since 1991. As Illinois’ largest indoor farm show with over 150,000 square feet of agricultural exhibits, the Greater Peoria Farm Show is a great end-of-year opportunity to view all the latest in agriculture. Over 350 companies, representing over 1,000 product line and service will completely fill the Peoria Civic Center for three days.

A motion was made by Dan Kouri to approve $2,500 request and seconded by Dennis Cyr.

Approved by Roll Call Vote: Passed

- Yeas: Cyr, Kouri, Moore and Spiller (4)
- Nays: None

4c. Peoria First to the Finish Cross Country Invitational 2019

Brien Dunphy from Peoria High requested $1,750 for the years 2019 & 2020 to aid in the costs of this event. The High School Cross Country Invitational attracts over 5,200 runners from across the state of Illinois to come to Peoria to compete. The major attraction for this invitational is the route, as it’s the same course for the IHSA State Championship. This event draws nearly 4 times the
number of participants as the state meet. The amount requested for the next two years is half the amount that has been requested in years past.

A motion was made by Denise Moore to approve $1,750 request for the years 2019 & 2020 and seconded by Dan Kouri.

Approved by Roll Call Vote: Passed
- Yeas: Cyr, Kouri, Moore and Spiller (4)
- Nays: None

4d. Peoria First to Finish Cross Country Invitational 2020

A motion was made by Denise Moore to approve $1,750 request for the years 2019 & 2020 and seconded by Dan Kouri.

Approved by Roll Call Vote: Passed
- Yeas: Cyr, Kouri, Moore and Spiller (4)
- Nays: None

4e & 4f Peoria High Cross-Country Invitational 2019 & 2020

A motion was made by Denise Moore to approve $1,750 request for the years 2019 & 2020 and seconded by Dan Kouri.

Approved by Roll Call Vote: Passed
- Yeas: Cyr, Kouri, Moore and Spiller (4)
- Nays: None

Peoria Marketing Fund Applications:

4g. 2019 Marketing Plan (Total Request) $153,423

- Print: Meetings/Conventions- $21,840
- Print: Sporting - $18,068
- Digital: Meetings/Conventions/Sports - $29,700
- Print: Leisure - $19,725
- Digital: Leisure - $29,800
- Peoria Commercial - $15,000
- Hometown Pride Campaign - $19,290

Cara Allen presented this proposal on behalf of the Peoria CVB. She proposed that through this print plan, the CVB feels they will have the biggest impact on potential meeting/eve/sporting planners and visitors/tourists as well as our own community. This proposal encompasses all of Peoria, highlight major venues, attractions, restaurants and events at places such as Louisville
Slugger, the Peoria Civic Center, Caterpillar Visitors Center, Peoria Riverfront Museum, Peoria Riverfront festivals and more. The CVB has noticed an increase in demand for youth sporting events. Due to this, they have increased the sports budget for print and it is inclusive in the digital campaign.

A motion was made by Dennis Cyr to approve the total request of $153,423 for the years and seconded by Dan Kouri.

Approved by Roll Call Vote: Passed

- **Yea**: Cyr, Kouri, Moore and Spiller (4)
- **Nay**: None

**Other:**

5. **Unfinished Items**
   a. None

6. **New Business**
   a. None

7. **Public Comments**
   a. None

8. **Adjournment**