MINUTES OF FEBRUARY 8, 2019
TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on February 8, 2019 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); Bill Spears, (Voting); Denis Cyr, (Voting); Denise Moore (Voting); Marvin Spiller, (Voting); Dan Kouri, (Voting) Danielle Bensing; Gail Hedrick; Shawn Schooner.

Absent: Patrick Urich

Others Present: Nate Heinold, Elizabeth Crider, Sharon Gramm and Jim Helms

2. APPROVAL OF MINUTES:

- Motion made by Denis Cyr and seconded by Bill Spears to approve the minutes to the December 14, 2018 meeting.
  Approved by Roll Call Vote:
  o Yeas: Kouri, Spears, Cyr
  o Nays: None

3. FINANCIAL REPORT:


Local Fund:
Beginning Balance: $28,733
Yearly Funding: $90,000  
Grant Approvals: $20,000  
Ending Balance: $98,733 (After Grant Approvals)  
This Meeting Request: $11,500

10% - (Non Civic Center) Fund:  
Beginning Balance: $43,088  
Yearly Funding: $70,000  
Grant Approvals (Already Approved): $92,639  
Ending Balance: $20,449  
This Meeting Requests: $15,000

Peoria Marketing Fund:  
Beginning Balance: $338,810  
Yearly Funding: (Estimated) $217,000  
Grant Approval (Already Approved): $153,000  
Ending Balance: $403,018

Shaun shared additional information about the 10% Non-Civic Center Fund. The yearly funding for the 10% fund is $70,000 a year and over the past 5 years including this year, our approvals have been averaging between $80,000 and $115,000. The actual average is probably closer to $95,000. Shaun noted that bringing up this issue is a point of emphasis and, if we were to approve both grants today, our fund would drop to $5,400.00 and we are only in the second month of 2019. He just wanted to bring it to everyone’s attention since we have more grant approvals than the yearly funding for the 10% fund and noted we must take that into consideration as we move forward.

There was discussion regarding the 10% fund, 1) if there are Rules and/or Caps on fund requests, 2) should there be a maximum amount of money requested and 3) should the 10% requests require a budget. Another issue discussed was should there be a list of items that the funds cannot be used for; are there Rules for spending more money than what comes in and should the funding requests be capped at the estimated HRA taxes generated?

The differences between the Local and the 10% Fund was discussed and it was shared that with the Local Fund there is not much emphasis on hotel rooms whereas the 10% Fund has much emphasis on generating hotel rooms from the Housing System. The committee was reminded that a recently established policy is that if anyone is going to get money from 10% Fund, the Peoria Area Convention Bureau’s Housing System must be used.
It was also decided that there would be a discussion of funding at the next TRF Committee meeting and the criteria for the Local and 10% Fund will be sent out again.

Denis Cyr moved to approve the Financials and 2nd by Bill Spears.

4. Items for Approval

   Local Fund Applications:
   4a. 2019 Arts in Education - Approved
       Amount Requested: $2,000

   Elizabeth Crider, Regional Supt. of Schools spoke in behalf of Arts in Education Spring Celebration. Elizabeth shared some background information that the Arts & Education Spring Celebration which has been around for some 30 years and it is currently named after Gerald M. Brookhart, the prior Regional Supt. of Schools.

   The Arts in Education started as a one-day event with about three (3) different bands has now expanded to five (5) weeks, nine counties and thousands of children. The children are brought down to the court house to perform from approximately 11:00a.m. – 1:00p.m. This event brings many people to the downtown area that support the local businesses that surround the courthouse.

   Elizabeth said last year they added Jazz Day and they are looking to bring in all jazz focus bands this year because they have partnered with Mary Jo Papich, who is world-renowned, to spearhead their Jazz Day. This lead will get a lot of media traffic because it is a National Event. They are also looking to bring, at least, a bare minimum of 2,500 visitors to the downtown area in that 5 weeks.

   Elisabeth noted, if in the event of rain and they must cancel, the Northwoods Mall has been a great partner. If the band is small they will go to the Mall and perform at the end of their facility.

   Denise Moore made a Motion to approve $2,000 seconded by Bill Spears

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

   4b. 2019 Peoria Riverfront Market - Approved
       Amount Requested: $9,500
Sharon Gramm, Manager of the Peoria Riverfront Market, spoke in behalf of the Peoria Riverfront Market.

Sharon said this is their 16th season and they are starting off with this year in May. They host 75 to 90 vendors every Saturday and they are open 20 weeks in a row. Sharon shared the new things they added last year, a great chef demonstration, an omelet station and yoga that kicked off the market at 7:45 a.m. They draw 4,000 – 5,000 people every Saturday. It is a strong community event that goes on every summer. They asked for money to advertise in the past years and this year would like to create a professional video they can put on Facebook and other channels as well.

The Convention & Visitor’s Bureau noted that the Peoria Riverfront Market is a great event that happens all summer long. They offered that the Peoria Riverfront Market meet with them because they have funds available to help with marketing. They would like to help at the Peoria Convention & Visitor’s Bureau expense.

Denise Moore made a Motion to approve $9,500 seconded by Denis Cyr
Approved by Roll Call Vote: Passed
  o Yeas: Spears, Spiller, Cyr, Kouri
  o Nays: None

10% Fund Applications:
  4c. 2019 Ledgestone Insurance Open - Deferred
  Amount Requested: $7,500

Nate Heinold, representative of Ledgestone Insurance Open, said this year they are hosting two (2) Disc Golf events in the Peoria Area. The Ledgestone Insurance Open and the World Championships which are two (2) separate grant events. Nate noted the World Championships Golf event will be hosted this year but not next year, therefore he is just requesting that grant for this year.

Nate said the typical Ledgestone Insurance Open Event will be in June of this year which is the event that brings in about 1,000 people from 45 states and 5 different countries. This event will happen again in 2020.

The World Championship will host in August 2019 which is an about 8 days long event and will bring about 300 people from 15/16 countries and most states as well.

Nate indicated he has been trying to get another golf course in the City of Peoria for many years and he approached the Peoria Park District years ago and told them he
would personally pay for half of it if allowed to put it in. They told him that sounds great, however that did not work out for the Park District. Nate said more recently he offered to pay for all of the cost of the course if he was allowed to put it in at Donovan Park, however he has not started the paperwork yet but will send it to Danielle and Don so it can move to the next step. Nate stated he tries hard to put the money back into the local courses which will help boost tourism significantly and it allows any profits they make go back into the courses and the rest goes to St. Jude.

Nate spoke about how his events are funded. He indicated with the Ledgestone event, they receive $10,000 from the Village of Morton which they have a $10,000 limit per event and a $20,000 limit per year for organizations. He will be getting a grant from them for $10,000 for Ledgestone Open and $10,000 for the World Championship. The City of Pekin will be $10,000 for Ledgestone Open and $5,000 for the World Championship, the City of Eureka is giving $7,500 per event which will total $15,000. According to Nate, Ledgestone’s budget is $325,000 and the World Championship budget is $100,000.

There was discussion about the events utilizing the Peoria Convention & Visitor’s Bureau Housing systems. Nate reported they try to steer people to the Housing System and specific hotels, however people that are attending this event are playing at different places and try to stay at hotels where it is closer to their golfing event. He noted, if their course is in Morton they usually try to stay in Morton; if the courses are in Wildlife Prairie Park – they will stay in Peoria and if in Eureka they will probably stay in Washington. Although they try to steer them, they will stay where it is close to them. Nate said with the World Championship, although they are using less courses, will have a lot of activities in Peoria and Pekin.

In viewing the applications that were submitted, there was additional discussion about questions on the applications of Ledgestone Insurance Open and World Championship that were not completed and/or answered. Nate responded and apologized saying that he used the same template from the past years and did not update the information. He is happy to give a better answer now.

There was also concern that the requested funds were going to be used to increase the prize pool. Nate felt that was not quite an accurate assessment, they use their budget for everything. When money comes in from sponsors, it is not earmarked to payout specific items. It goes into their general budget to pay for all things.

After additional questions/concerns/issues regarding their budget funding and the explanation, it was determined that the funding requests need to be deferred until
additional budget information is received about how the requested funds will be spent. Nate agreed to defer and come back with additional information for both fund requests.

Denise Moore made a Motion to defer $7,500 seconded by Denis Cyr
Approved by Roll Call Vote: Passed
  o  Yeas: Spears, Cyr, Kouri, Moore
  o  Nays: None

4d. 2019 Professional PDGA Disc Golf World Championships - Deferred
Amount Requested: $7,500

Dan Kouri made a Motion to defer $7,500 seconded by Bill Spears
Approved by Roll Call Vote: Passed
  o  Yeas: Moore, Cyr, Spears, Spiller
  o  Nays: None

UNFINISHED ITEMS:
Discussion about Park District funding for projects on the Riverfront. Last year the park district had no money to spruce/maintain some of the field that are becoming all weeds instead of grass. Instead of giving to park district events, it was suggested to use the funds to help improve the areas.

Denise Moore reported that Inked Entertainment is willing to provide free tickets to people who are impacted by the noise. She approached 401 Water Association, they would like to know the specific events that are happening and maybe would like to go to Tail Gates events but maybe not something else. Denise inquired if there was any way the 401 Water Association could get a list of events that Inked Entertainment puts on.

NEW BUSINESS:

PUBLIC COMMENT:
NONE

ADJOURNMENT:
A motion was made by Denis Cyr to adjourn.