MINUTES OF TOURISM RESERVE FUND MEETING

The Tourism Reserve Fund meeting was held on November 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 Dan Kouri.

1. Roll Call:

   Committee Members Present: Dan Kouri (Voting); Patrick Urich (Non-Voting); Denis Cyr (Voting); Denise Moore (Voting); Marwin Spiller (Voting); Bill Spears (Voting)

   Committee Members Absent: JD Dalfonso (Non-Voting)

   Others Present: Gail Hedrick, Josh Albrecht, Beth Reusch, Shaun Schoonover

2. Approval of Minutes

   A motion was made by Denis Cyr and seconded by Bill Spears to approve the September 13, 2019 minutes. Motion carried unanimously.

3. Financial Report

   Shaun Schoonover provided an overview of the Financial Report.

   **Local Fund:**
   
   Beginning Balance: $30,733
   
   Grant Requests: None

   **Convention/Tourism Business Fund:**
   
   Beginning Balance: $27,803
   
   Grant Request: $2,500

   **Peoria Marketing Fund:**
   
   Beginning Balance: $314,343
   
   Folk Festival Site Visit (2019): $4,800
   
   Grant Request: $206,865 (2020)

   It was requested that the $55,000 amount for the deferred request from the 9/13/19 meeting be included in the financial summary report. Shaun Schoonover said he would make that adjustment.

   Motion to receive and file made by Bill Spears, seconded by Denis Cyr. Motion carried unanimously.
4. Items for Approval

**Business/Tourism Fund**

4a. 2019 Peoria Farm Show, December 3-5, 2019  
Amount Requested: $2,500

Beth Reusch, Convention Sales Manager for the PACVB, indicated that the $2,500 requested was for sponsorship of the exhibitors’ reception held at the Marriott Pere Marquette. She also noted that this sponsorship will allow the CVB to have a collaborative booth at the Farm Show, which will be shared by the EDC, Specialty Growers, and several others.

Motion to approve made by Denis Cyr, seconded by Bill Spears. Motion carried unanimously.

**Peoria Marketing Fund**

4b. 2020 Peoria Marketing Initiatives Request  
Total Amount Requested: $206,865

Josh Albrecht described each of the four components of the request. The print portion ($56,140) includes industry publications geared to support our sales staff. Many of these are the same publications we advertised in in 2019. A new publication for 2020 is Northwest Quarterly. This is a northern Illinois leisure lifestyle magazine that targets locations such as Galena, Crystal Lake, other Chicago suburbs, South Beloit and Southern Wisconsin.

The digital portion ($78,100) will utilize Madden Media again in 2020 for SEO, SEM and digital geo-targeting. The leisure portion of the campaign will utilize YouTube and our For Everyone commercials. The meeting campaign will utilize LinkedIn and Facebook to drive people to our website.

The television component ($27,625) will utilize KWQC – TV6 in the Quad Cities to target Galena and Dubuque, as well as south past Burlington, Iowa. The campaign will include 216 commercials, two Paula Sands Live showcases, 120,000 pre-roll impressions online, and two homepage takeovers to feature special events or programs.

A new component this year will be the St. Louis Cardinals Experience ($45,000). With the tie-in with the Peoria Chiefs, this will give us many new avenues to promote Peoria throughout the entire 2020 baseball season from spring training through October including radio spots, ads in Gameday Magazine and the Cardinals Yearbook, Theme Night Title Sponsorship with supporting media and other marketing opportunities. One goal of this campaign is to drive fans to Peoria when the Cardinal games are out of town. Another goal is to try to get a preseason exhibition game here in Peoria.

Denise Moore asked what the intent was for our marketing to reach minority communities. Josh replied that digital is the easiest way to zero in on zip codes. We get suggestions from Madden Media through their research, but we can choose where to direct the marketing as well. Josh said he would ask WKQA about their demographics. Ms. Moore asked that we be mindful of the images used in our advertising. Josh responded that the marketing in 2020 will include much more diversity both in photography and in our videos and commercials.
Marwin Spiller asked what is working to bring people to Peoria. Josh responded that sports tourism is huge in this area due to Bradley, the Chiefs, Louisville Slugger, the Peoria Civic Center and IHSA – not only for competitors but for fans and families as well. Leisure is harder to track which is why we are continuing to work with Adara due to their vast data collection capabilities.

Denis Cyr asked about our collaboration with the Civic center. Josh responded that it has been good – we did quite a bit of marketing for the Broadway Series, as well as for other PCC events. Beth Reusch added that the CVB sales team has been working well with the PCC sales team and that the PCC has proposed on all the events/conferences that were a good fit for the Civic Center.

When asked what about future Peoria initiatives, Josh responded that they will see a lot of action from the CVB in the next 3-5 years. We will be engaging our stakeholders and working with the DDC and the Arts community. The Peoria Made store, Bradley Campus improvements, the Murray Baker Bridge lighting and pop-up activities throughout the community will all be part of the CVB marketing strategy in the coming years.

Motion to approve the 2020 Marketing Request for $206,865 made by Bill Spears, seconded by Denis Cyr. Motion passed unanimously.

There being no Unfinished Business, New Business or Public Comment, motion to adjourn made by Dan Kouri, seconded by Denis Cyr.