MINUTES OF TOURISM RESERVED FUND MEETING

The Tourism Reserve Fund Committee Meeting was held on September 13, 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 JD Dalfonso.

1. Roll Call

Present: JD Dalfonso, (Non-Voting); Bill Spears, (Voting); Dan Kouri, (Voting); Denise Moore, (Voting); Patrick Urich, (Non-Voting); Denis Cyr, (Voting); Gail Hedrick, Josh Albrecht

Absent: Marwin Spiller, (Voting) Shaun Schoonover

Others Present: Eileen Leunig, Susie Stockman, Ken Allison, Jacob Turner, Mark Misselhorn, Maggie Misselhorn

2. Approval of Minutes

A motion was made by Denis Cyr and seconded by Bill Spears to approve the June 14, 2019 minutes.

Approved by roll call vote: Passed
  o Yeas: Kouri, Spears, Moore, Cyr
  o Nays: None

3. Financial Report

Gail Hedrick provided an overview of the Financial Report.

Local Fund:
Beginning Balance: $60,733
Grant Requests: $30,000

10% - Convention and Tourist Fund (Non Civic Center) Fund:
Beginning Balance: $27,800
Grant Request: No Application Request Today
Peoria Marketing Fund:
Beginning Balance: $278,807
Grant Request: $58,500 (2019)
Grant Requests for: $55,000 (2020)

A question was raised about spending more money this year than what was taken in this year and if there are any guidelines for spending more than we have? In response, it was noted that the Peoria Marketing Fund always tries to keep enough funds to keep going, however this year more money was spent than usually because of the State Grant, which was a big portion – where as before, the State Grants are usually received first.

Also, this year the Peoria Marketing Fund had some pretty big campaigns and put a lot of money into bill boards, digital campaign and non-print marketing. This was due in part because there were changes in the way the fund was populated in terms of dollars. They will see if the State Grant pay off or not.

Denis Cyr motioned to receive and file and 2nd by Dan Kouri.

Approved by roll call vote: Passed
  o Yeas: Kouri, Spears, Moore, Cyr
  o Nays: None

4. Items for Approval

Local Fund:

4a. 2019 Santa Claus Parade / Yule Like Peoria, November 29, 2019
   Amount Requested: $20,000

Susie Stockman reported this is the 132nd Annual Santa Claus Parade and the request of $20,000 reflects the expenses they will have for the police, security of the parade itself, storm water utility expenses and several other expenses now that they’ve not had previously. They are also paying off the loan for the new warehouse and now paying property tax. They are requesting for the expenses to be absorbed because all they have is sponsorships.

Susie noted that all the events they have throughout the year are fundraisers, however their steamboat fundraiser was canceled because of the flood this year, consequently they lost the revenue. The Taste of Peoria will move to Northwood Mall this year because of construction on the bridge downtown which should work out alright. Susie said the payment for the Warehouse is $9,600 a year and after 3 years they won’t need as much funding from the fund since the Warehouse will be paid off. She noted, if they are short after three years, they will dip into their reserves. She was advised that next year when they come back to the Committee and if similarly situated, one of the questions will be, what part of your reserves will be used to cover these expenses?
A motion was made by Denise Moore to approve the request and 2nd by Denis Cyr.

**Approved by roll call vote: Passed**
- Yeas: Kouri, Spears, Moore, Cyr
- Nays: None

4b. Big Picture Peoria Festival, October 11-12, 2019
   Amount Requested: $10,000

Eileen Leunig shared that Mark and Maggie Misselhorn, both members of the board, will be speaking today about the Film and the Street Festival. Mark stated this year is the 2nd year for the Big Picture Initiative which was started from the ground up last year. He said, here are four (4) major pillars to this Initiative which includes, (1) Arts Education for Kids (particularly disadvantage kids); (2) Large Scale Public Murals Focusing on Downtown Peoria; (3) Street and Film Festival and (4) Establishing Peoria as a National Arts destination. Mr. Misselhorn said the Peoria designation is very important because they have a lot of assets in Peoria and care very much about the image of Peoria for tourism and sustainability. It is his desire to change the face of Peoria, which is part of what the Big Picture Initiative is all about changing the culture and the story they get out nationally about the good and positive things that are happening in Peoria. Ultimately, it relates to tourism, attracting and retaining people.

It was reported that the Street and Film Festival started with a large and diverse committee. Last year was the first year and there were under 50 submissions nationally for the Film Festival which was held at the Peoria Riverfront Museum. The large screen theatre was sold out last year, which was a great event, consequently this year it will be expanded for two days. The first day will be held on West Main St. integrating the Bradley crowd innovating and integrating that part of town where there will be some empty store fronts activated to view films. Also, there will be flyers about the businesses and restaurants in the area so people can enjoy visiting them.

The second day of the Street Festival will return to the Peoria Riverfront Museum. There will be 79 entries and almost half of them are international. People will be traveling from out of town and they believe the film festival is so important because in cities like Champaign / Urbana, and Grand Rapids, the film festivals took time to grow, however the seed which has been planted can be revenue generating and big attractions. Later on down the road, for example, it would be great to see a Richard Pryor International Film Festival and Comedy Festival. These baby steps taken now will begin to change the face of Peoria. It was noted that the Street Festival is really expanding and is one of the most exciting and diverse festivals. Mark felt the City would be so proud of this festival because of the awesome crowd and the diversity of the festival last year.

The Big Picture Initiative is requesting $10,000 for funding the festivals. This year they will completing four Murals that will be done by professional mural artists along with a collaborative mural with community members to help paint the mural.
In 2020, they will explore more fundraising events outside of the festival. With their current festivals – there is no charge in order for it to be accessible for all. A discussion was held about the requested $10,000 being used as prize money. Maggie responded that part of the prize money is for the chalk artist and the chalk artist is a big draw from other communities as well with a chalk contest. They will pull in artists from other areas which helps in getting the word out about Peoria being an arts destination. The contest is done by public voting not a judging contest and by having the student contest, which they are inviting for painting challenges, both high school and college students will be involved in creating public arts. The Student’s prize is much less, it will be gift certificates from the local community which will allow them to have the tools for their art to continue. The breakdown is $2,000 designated for the prize money, a $1,000 for the chalk artist ($500, $300, and $200) and each student will get a $25 gift certificate and a cast iron award that will be made that morning at the festival. There will also be an iron pour and the artist who is doing the pour, is making the awards and giving them away. It should be noted, there is a cost involved in the prizes given to the student teams, which is also going for the public viewing. It should be noted that this will be the first iron pour and funding event in Peoria so the outcome of this event is a tangible item. It was agreed that the gift certificates could be purchased in Peoria at Michael’s or Hobby Lobby in Peoria.

As a clarification of the application request, $5,000 of the $10,000 request will be $1,000 for the Chalk Art competition and $4,000 of that $5,000 will be for promotion, organization and funding of materials for team painting invitational. The balance of the $10,000 is for advertising and marketing outside of the community for these events which includes $3,000 simply for event equipment rental. It was affirmed that the request is not $10,000 for prize money. It was also noted that most of the donors who supported the Big Picture Initiative last year have increased their donations this year, consequently they are working toward the goal of eventually being self-supporting of the Big Picture Initiative.

A motion was made by Denise Moore to approve the request and 2nd by Bill Spears.

Approved by roll call vote: Passed

- Yeas: Kouri, Moore, Cyr, Spears
- Nays: None

Peoria Marketing Fund:

4c. Connect Conference Sponsorship & Advertising – September 2019

Amount Requested: $10,000

Josh Albrecht reported that the Connect Conference will be held in Louisville, KY, this year which is considered to be one of the largest National Conferences for the Industry. This Conference is for meeting and event planners, and the PACVB sales staff has plans to attend. The Connect Conference allows for one on one contact with planners over the course of three days. Josh shared that the Peoria Area Convention and Visitors Bureau were already doing some partnership with Connect they are requesting today is for sponsorship of the event
for a couple of reasons. 1) Since this is the top event of the year, they wanted to make a splash and show that Peoria came to play; 2) Through this sponsorship, the Enjoy Peoria logo will be on the back of the t-shirts of every Connect Conference employee for an entire day of the conference to help advertise the City of Peoria; and 3) Because of the sponsorship, it will give added value of the Full Page ad in the Connect Association Marketplace Guide with distribution on site at the conference and also mailed to the association data bases as well as future Half Page ad in Mid-west Meeting Planner Guide throughout the year. This sponsorship also covers two complimentary attendee registration for PACVB staff.

It was explained that initially the total value of the Sponsorship & Advertising was $54,950, however due to negotiations, the cost was negotiated to $10,000 with a savings of $44,950. A question was raised about the PACBV budget this year financially and where are they trending. The fund request is looked at as an operating expense for the PACBV and this is something that should be covered by the Region, since they are promoting the Region, verses using the Peoria Marketing Fund. The PACBV was asked if the $10,000 was an expense they could absorb out of the PACBV budget. A discussion about differences between the Peoria Marketing Fund and the PACBV funds was held and it was noted that the Peoria Marketing Fund should be marketing Peoria and the PACBV funds received are to fund the operations toward marketing/covering the cost of the Region. It was shared by PACBV that the $10,000 was not the total cost for the entire conference because there were additional costs and the sponsorship was not a part of that cost. The total cost of the conference was $24,000 and they allocated $14,000 toward that cost which left $10,000 that was an unbudgeted item and that is why they decided to bring it to the TRF committee today. However, it was noted there are sufficient PACBV funds to cover the $10,000 request and this is a PACBV budget expense to promote the Region and should come out of the PACBV fund. There was additional discussion about asking large organizational applicants about their organizational reserve funds when they complete/submit an application requesting funds. The suggestion was made for future requests in the next year by incorporating it into the application.

A motion was made to Deny the request by Denis Cyr and 2nd by Denise Moore.

**Approved by roll call vote: Denied**
- Yea: Moore, Cyr, Spears
- Nays: Kouri

4d. IOT Marketing Partnership Grant for FY’20 – January 2020
Amount Requested: $55,000

Josh Albrecht reported that the IOT Marketing Partnership Grant, which is a matching funds grant, will be broken into two categories of a digital marketing campaign and television commercial campaign. The matching fund grant request will focus on highlighting the unique destination assets for our region which would also include the Peoria Riverfront Museum, the sports and meeting market and the Peoria Convention Center. For the digital marketing campaign they would utilize Adara and utilize Comcast for advertising.
The FY2020 Illinois Office of Tourism Marketing Partnership State Grant was due and submitted by August 1st, however the PACVB has not heard back from the grant request nor has there been a time frame given as to when they will hear back. The request today is for a matching grant and the advertising that was devised in hopes of earning the grant from the City. The total spend is $110,000 with a State Grant request of $55,000 and matching funds of $55,000 from the Peoria Marketing Fund. This request is based upon receiving the State Grant and if the State Grant is not approved, the program will not go forward and they will not need the grant from the Peoria Marketing Fund. It was noted since this is a FY2020 request, there is still a need for the PACVB to speak with the other communities and a report back would be in order prior to making a decision on this request.

A motion to table was made by Dan Kouri, 1st by Bill Spears and 2nd by Denise Moore until a report back is received by the committee.

A motion to Defer the request was made by Bill Spears and 2nd by Denis Cyr.

An amendment on the motion to Defer was made until the report back was received.

Approved by roll call vote: Deferred
- Yeas: Moore, Kouri, Cyr, Spears
- Nays:

4e. History Channel TV Show – September 2019
   Amount Requested: $40,000

Josh Albrecht reported the History Channel Season 3 Episode reached out to PACVB with an interest of coming to Peoria to talk about vehicles, transportation and how it affects the area and part of the show will feature local interest. The historic downtown was shared with staff from the History Channel, the History of Peoria starting from 1680 until the current time which includes the Riverfront. Some Peoria highlights that were shared with the History Channel included the Duryea car at the Riverfront Museum, the history of the Duryea and its connection to our Region. Also included was the transportation history of automobiles and how it relates to Caterpillar, which they have already reached out to Caterpillar to see how they can help facilitate with their vehicles. Caterpillar has been cooperative in helping make this happen and hopefully that will continue. The History Channel would like to feature three or four businesses/restaurants and capture the leisure components in Peoria.

The History Channel is shown on the FYI Network and featured with On Demand streaming which is captured on Amazon Prime. This will have a long life because it will air the first time and then reruns will airs On Demand through Comcast and Amazon Prime. They will provide B-Roll footage to PACVB so they can promote locally through our television networks and/or social media. The B-Roll footage can also be added as commercials, however the History Channel will retain approval rights but Peoria Area Convention and Visitors Bureau does not have to pay extra to use the B-Roll footage.
A motion was made to approve the request by Bill Spears and 2nd by Dan Kouri.

**Approved by roll call vote: Passed**
- Yeas: Moore, Cyr, Spears, Kouri
- Nays:

4f. Videography / Commercial – October 2019
   Amount Requested: $8,500

Josh Albrecht shared they are asking $8,500 today because they want to continue their marketing efforts with their 30 second television commercial “I wish I was in Peoria.” They have already selected “TJ” for this project and the project will include two (2) full days of filming with the expense of the 4-person crew from the company Infinite Roulette along with the editing and finishing of the video. This will allow them to do a small footage of Peoria, taking advantage of the weather which includes fall and the changing colors of the trees and sunsets. The small additional footage is to complete the new footage of 60 second spots to run through social media or have the opportunity to do so as they progress with the websites of YouTube and any additional marketing spots that require 60 second versions for next year. This is to make sure enough footage is on hand so they are not seeking “fall footage” next fall. Currently, there are no specific locations chosen yet for the new footage because they are waiting to see what is available by timing and also what festivals might be available at public events so they can get some crowd shots.

A motion was made to approve the request by Denis Cyr and 2nd by Denise Moore.

**Approved by roll call vote: Passed**
- Yeas: Moore, Cyr, Spears, Kouri
- Nays:

5. Unfinished Items

6. New Business

7. Public Comments

Ken Allison, Retired Military Army National Guard Veteran, spoke about doing a corporate donation to the Gold Star Mission. The Gold Star Mission is a non for profit 501c3 organization that was created two years ago by Jacob Turner to recognize and memorize their fallen friends that were lost since 2001. To date since 911, they have lost 34 people in Illinois that were a part of the Illinois National Guard. Mr. Allison also explained the Gold Star Mission is to memorialize people within their community and indicated that within the State of Illinois there are around 300 people. Ken reported their intent is to raise money for college scholarships and each one of the recipients has to write an essay about one of the fallen service members. One of the events they have already completed is two (2) 500 mile bicycle rides. One of the 500 mile bicycle ride was completed 2 years ago on the Northern loop and the second was
completed last year when they completed the Southern loop. Ken noted when he was approached to give a $5,000 corporate donation he suggested they do something a little different. He suggested, instead of giving them money, if they are planning to ride through Peoria, why not do what Peoria does best which is having fundamental fundraising events. Ken shared that each rider has to raise a $1,000 which would go toward funding college scholarships and all other expenses will be taken care of through in-kind donations, either through public charities and/or local communities.

Ken said on September 23rd at 3:00 pm. there will be 60-70 riders coming into the Greater Peoria area, coming through E. Peoria and Washington across the McCluggage Bridge onto Adams St. and will be resting at the Gateway Building. They are asking for $2,000 primarily for a fund to market events so they can start getting some names/information out to the public that there are military people trying to help other people remember that we lost people on 9/11. Ken noted everyone is pitching in and all have the same goal, his role is to try to raise money and Jacob Turner’s role is to help create the vision and make it bigger than what it was. It was noted that this event was happening prior to an approval so this will be more of a reimbursement to the actual cost. The request is for $2,000 but the reimbursement will be of the actual cost.

This request will be done retroactively at the next meeting and they will reach out to the Peoria Park District to work with them.

A motion was made to approve the request by Denis Cyr and 2nd by Denise Moore.

*Approved by roll call vote: Passed*

- Yeas: Moore, Cyr, Spears, Kouri
- Nays:

8. Adjournment