MINUTES OF JANUARY 10, 2020

TOURISM RESERVE FUND COMMITTEE MEETING

The Tourism Reserve Fund Committee Meeting was held on January 10, 2020 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 Patrick Urich.

1. Roll Call:
   
   **Present:** Patrick Urich, (Non-Voting); Bill Spears, (Voting); Marwin Spiller, (Voting); Dan Kouri, (Voting); Denis Cyr, (Voting); Gail Hedrick; CJ Goddard; Shaun Schoonover; Josh Albrecht; Joni Staley
   
   **Absent:** JD Dalfonso; Denise Moore;
   
   **Others Present:** Perry Clark; Rick Gate; Joe Bolen; Shea Olehy

2. Approval of Minutes:

   A Motion was made by Denis Cyr and 2nd by Bill Spears to approve the November 8, 2019 meeting minutes:

   **Approved by Roll Call Vote:** Passed
   
   Yeas: Kouri, Cyr, Spears, Spiller

   Nays: None

3. FINANCIAL REPORT:

   Shawn Schoonover provided an overview of the Financial Report.

   **Local Fund:**
   
   Beginning Balance: $30,733
   
   Grant Request: $0

   **10% - (Non-Civic Center) Fund:**
Grant Request: $44,000
Ending Balance: $19,320

**Peoria Marketing Fund:**
Pending Deferral: $55,000
Ending Balance: $438.260

A discussion was held about the accuracy of projections of the funding. It was noted that the Local and 10% Funds are very accurate because the Local Fund gets $90,000 yearly and the 10% Fund gets $70,000 yearly, so it’s a fixed dollar amount. The Peoria Marketing Fund is just an estimate which depends upon how the “Hotel Tax” comes in which determines how the yearly funding comes in.

Denis Cyr motioned to receive and file and 2\textsuperscript{nd} by Bill Spears

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

4. **Items for Approval**

   **10% Fund**

   
   **Total Amount Requested: (Not to Exceed)** $36,000

   The Great Lakes National Championship is an event that was previously held in 2019 with a Grant amount just a little over $13,000. This request represents the same event for the 2020 season with a Grant request not to exceed $36,000.

   Perry Clark, State Director of Top Pick Sports Productions – USSSA Illinois, explained that the Great Lakes National Championship is a big event, it’s a larger expense compared to the State Tournament and the All-Star event.

   The National Championship and the Louisville Slugger Sports Complex is working on extending the National Championship to bring in over 87 teams and attempt to grow the event without adding another week and running into conflicts. This endeavor would not start this season but start the following season if allowed. They would attempt this by splitting the age groups into two different age groups over 8 days and have an overlap. The overlap would be on championship weekends when the new Divisions are coming in. This will help the hotels out even more and their cost will not change. It is their intent to optimize that week because it’s a good week to have the National Championship.

   Perry Clark said, their Youth Fastpitch Organization, which is in all 50 States, 4 Countries; and in 16 Sport events that they promote. Fastpitch is one of the largest components with Baseball being #1 and Fastpitch #2. The National Youth Fastpitch Championship event will have participants ages from 11-18 years old and estimates over 100 teams from across the country to enter this event. They also expect to bring over 5,600 hundred people to the City of Peoria. The USSSA has been hosting the National
Championships for over 45 years. Mr. Clark noted, there are two (2) additional events which they are also requesting funding which include the USSSA State Championship Event and the USSSA All Star Event.

A Motion was made by Dan Kouri and 2nd by Denis Cyr to approve the request of $36,000 which is based on the number of teams as last year. The maximum ask of $36,000 is based upon 160 teams / $225 per team.

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

4b. IL USSSA State Championship Event – July 10, 2020

Total Amount Requested: $7,200

Perry Clark said the State Championship is a very large event – bigger than the National Championship just because of the way it is promoted. It is the signature event for Fastpitch Softball in Illinois. Peoria has now become a destination for them - which serves over 1100 fast pitch teams in Illinois itself and in the Midwest Region they have over 6,000. Mr. Clark said the participants feel like they are going to their high school championship when they come to Peoria. The State Championship event has been maxed out – consequently there is no room to grow unless there are additional field they can utilize. They are now looking at how do they enhance the experience in Peoria. They want to try some different things by bringing in some college speakers and some college coaches to observe the athletics play to enhance the event, so the event is always packed each year.

A Motion was made by Bill Spears and 2nd by Denis Cyr to approve $7,200.

The Motion of $7,200 is based on 118 teams at $61.00 per team and if the number of teams grow, approval was given at $61.00 per team on any additional teams.

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

4c. IL USSSA All Star Event – August 2020

Total Amount Requested: $800.00

The All-Star Event is a new event and designed to allow USSSA players an opportunity to continue playing softball in a fun All-Star event. There are thirty-two (32) spots available per age level and they estimate over 156 All-Star players on the fastpitch side which is an invite only – individual event – with no teams.

During the tournament throughout the year, coaches have seen players play a great game and gives the player an All-Star ballet for the parent sign them up to participant for the All-Star event. This is a great day and half event for families come and watch. It was noted, there is no charge at the gate. All the coaches are collegiate coaches for college players which make it a fun event. Although they do not keep score, there are educational parts of it. Additionally, they are to grow the event by tag teaming
with baseball which will also have their All-Star event the same weekend and at the same complex. This is how they are going to grow the event; make it a quality event; at a high-quality venue and help grow it that way.

A Motion was made by Bill Spears and 2\textsuperscript{nd} by Dan Kouri for the requested amount of $800.00.

Approved by Roll Call Vote: **Passed**
  \begin{itemize}
  \item Yeas: Spiller Cyr, Spears, Kouri
  \item Nays: None
  \end{itemize}

Unfinished Items:

A request was made for a future meeting about the criteria and how Grant Funds are requested from the TRF Committee.

5. New Business:

Patrick Urich announced this is the final TRF Committee meeting for Bill Spears and thanked Mr. Spears for his service to this Commission.

6. Public Comments:

7. Adjournment:

Meeting Adjourned by Patrick Urich.