



**Enjoy Pekin – Tourism Committee Meeting
Tuesday, August 8th, 2017
City Hall – 4:00pm**

MINUTES

Voting Members Present:, Katy Shackelford, Tony Carson, Renna Hadsall and Lelonie Luft

Non-Voting Members Absent: John McCabe, Mayor and Kaci/PACVB

Voting Members Absent: Emily Lambe

- 1.0 Welcome
- 2.0 Approval of July 11th, 2017 Minutes. Motion made by Tony, 2nd by Renna to approve the July 11th, 2017 minutes. All in favor, motion passed.
- 3.0 Hospitality
 - 3.1 Events
 - 3.1.1 Fourth Friday's: These are held all summer on Fridays.
 - 3.1.2 Cabela's King Kat - Sponsorship. This was pitched at the Peoria Area Convention and Visitor's Bureau. Lelonie will forward all her information from the PACVB on this to Katy. Discussion tabled. Tony will contact Organizer Jeremy Coe.
 - 3.1.3 AJGA Tournament – Sponsorship. This will be held in the summer of 2018 for junior golfers to be held at Lick Creek and Pekin Country Club courses. Sponsorship of \$7,500 with a 3 year commitment. This will be a positive event for families. Katy recommends approval of the AJGA Tournament Sponsorship of \$7,500 for the Summer of 2018, take to the 2nd Council meeting in September with Council approval and only a 1 year commitment. Seconded by Renna. All in favor, motion passed.
 - 3.2 Grant Applications:
 - 3.2.1 Wings and Wheels-EAA Chapter 1604 – June 17, 2017: Todd Dugan, Airport Manager was present. Todd informed the Committee that weather was his number one issue with Thunder Storms predicted but did not happen. There were about 10 aircraft that did fly in and several nice cars came out. Turnout was expected to be more, but all in all turned out nice. Lelonie made a motion to approve the grant amount of \$410.00 to Wings and Wheels, seconded by Renna. All in favor, motion passed.
 - 3.2.2 Pekin Lettes Pekin Invitational Tournament – July 15-16th, 2017: Lelonie made a motion to approve the grant in the amount of \$215.00, seconded by Renna. All in favor, motion passed.

- 3.3 PACVB Updates: Started working on Christmas on Court – 1st Friday in December. City Fire and Street Departments put up the Garland and Lights. Downtown Halloween Trick or Treat; Lelonie knows someone taking this over, but basically runs itself. Downtown businesses stay open and usually the Saturday before Halloween.
- 3.4 Pekin Chamber Updates: Very busy getting ready for the Pekin Marigold Festival.
- 4.0 Infrastructure:
 - 4.1 Beautification Initiatives
 - 4.1.1 Derby Street Clean-up: Starting Friday, August 11th weed spraying. The next week then the Yard Crew will go pull the weeds. Next step would be to re-stripe Derby Street. Relocate some flower pots to add to corners. No Official Volunteer clean up date.
 - 4.1.2 Paint the Town Red: Katy to do some more research on this.
 - 4.1.3 Good Neighbor Recognition: Businesses or buildings, that has had improvements, spruced up their property or stand out get social media recognition once a month.
- 5.0 Promotion:
 - 5.1 Journal and Topics Newspaper (Discussion):
No interest at this time.
- 6.0 Attraction
 - 6.1 EZ ICE out of Yale University: Outdoor Ice Rink (Discussion).
Committee felt this could be passed on to the Pekin Park District.
- 7.0 Other Business
 - Todd Dugan, Pekin Airport: Discussing having a Halloween Fly-in event out at the Airport. Set up Booths for area businesses, etc. Looking at Saturday before Halloween. Still in discussions on time and dates. Renna had Marigold posters to hand out.
 - Katy asked about volunteering for the Marigold Festival. Renna will send out a signup sheet. Chamber also has merchandise for sale.
 - Continued Discussion: Guidelines for Enjoy Pekin Tourism Grants and Tourism Sponsorship Guidelines. Will discuss at September meeting.
 - Katy made a motion to adjourn, seconded by Lelonie. All in favor, motion passed. Adjourned at 4:50pm.

Next meeting – Tuesday, September 12th, 2017 at 4:00, Pekin City Hall