



**Enjoy Pekin – Tourism Committee Meeting
Tuesday, July 11, 2017
City Hall – 4:00pm**

MINUTES

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

Non-Voting Members: John McCabe, Mayor

Voting Members Absent: Emily Lambe, Lelonie Luft, and Kaci/PACVB

- 1.0 Approval of June 13th Minutes. Motion made by Renna, 2nd by Tony to approve the June 13th minutes. All in favor, motion passed.
- 2.0 Hospitality
 - 2.1 Events
 - 2.1.1 Cruise In: Saturday, July 29th from 11am to 8pm. Flyers are distributed, on Enjoypekin calendar, City of Pekin's FB page and Renna will post on the Chamber of Commerce web site.
 - 2.1.2 Farmer's Market: will be held at the old KC Hall on N. 11th. We need to build on this and add to on social media.
 - 2.2 PACVB Updates: Kaci absent – no updates
 - 2.3 Pekin Chamber Updates: Fireworks display went off great. Had a great turnout; approximately 3,000 people. Not Tourism related, but working with a great group of people on the Emerging Leaders. We meet the last Thursday of each month.
- 3.0 Advertisements/Public Relations-tabled
 - 3.1 Pekin Community High School 2016/2017 Fall season - \$325.00
Paula received all the information requested from this advertiser. Ms. Shackelford is requesting both seasons (Fall and Spring) to be voted on. Motion made by Tony to approve the Fall season ad, seconded by Renna. All in favor, motion passed.
 - 3.1.2 HSSM High School Sports Media/2017 Illinois High School Football and Basketball magazine. Paula did not receive any correspondence back from them. Ms. Shackelford asked for a motion to deny this advertisement. Motion made by Renna to deny the advertisement, seconded by Tony. All in favor, motion passed.
 - 3.2 New Business
 - 3.2.1 Tourism Forum: - Next meeting will be July 27th at 9am in City of Pekin Council Chambers.

- 3.2.2 Identify participants: Ms. Shackelford going through the list.
 - 3.2.3 Define Priority Area: nothing to report.
- 4.0 Infrastructure
 - 4.1 Beautification Initiatives
 - 4.1.1 Downtown Crosswalks: Installation to start on July 16th. Our Open House will be held on Friday, July 28th for the 4th Friday.
 - 4.1.2 Wayfinding: goal is to have signs designed and installed in 2 weeks.
 - 4.1.3 Signs and Awnings: Open House on July 12th at 5:30pm at 405 ½ Court Street. Grants will expire on October 31st, 2017.
 - 4.2 Bike Pekin
 - 4.2.1 Tazewell County Wayfinding Open House: Make Your Voice Heard. Open to the Public. East Peoria City Hall, July 19th, 2017 from 4pm to 6:30pm.
 - 4.2.2 Bike Share: Pekin Park District and Ms. Shackelford to meet with Zagster next week in Peoria.
 - 4.2.3 Trail Extension: nothing to discuss at this time.
- 5.0 Promotion:
 - 5.1 Social Media: Courtney Psinas has been hired on contract for our social media; Instagram, Twitter, Facebook.
 - 5.2 Enjoy Pekin Website: Ms. Shackelford thanked Renna and the Chamber for their time and energy with keeping up with the enjoy pekin web site and calendar of events, they did such a wonderful job.
- 6.0 Attraction
 - 6.1 ALGA Tournament: American Junior Golf. Pekin Country Club to host with Lick Creek Golf Course as the qualifier. Looking for sponsorships for the July 2018 Tournament.
- 7.0 Other Business
 - Tony would like to coordinate a meeting for the discussion of downtown parking before the 1st of August Traffic Safety Committee meeting. Possibly meet on the Open House date for the downtown crosswalks scheduled for July 28th.
 - Discussion: Guidelines for Enjoy Pekin Tourism Grants, Discuss Sponsorship Guidelines: Will discuss at the August meeting.

Next meeting – Tuesday, August 8th, 2017 at 4:00, Pekin City Hall