



**Enjoy Pekin – Tourism Committee Meeting
Tuesday, June 13, 2017
City Hall – 4:00pm**

MINUTES

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

Non-Voting Members: John McCabe, Mayor

- 1.0 Welcome
- 2.0 Approval of April and May Minutes. Motion made by Lelonie, 2nd by Emily to approve the April and May minutes with changes to last names. All in favor, motion passed.
- 3.0 Hospitality
 - 3.1 Events
 - 3.1.1 Ledgestone – Seth Friedrich/Nate Heinhold were present at the Monday, June 12th City Council meeting and Council approved the sponsorship request for \$10,000.
 - 3.1.2 Pekin Park District 115 Year Anniversary Celebration-will promote next month
 - 3.1.3 Fourth Friday's: The Pekin Chamber is working with the Morton Chamber and other Tazewell area communities to launch a Forth Friday's event to celebrate arts and culture throughout Tazewell County. Established on the heels of the success of First Friday's in Peoria, Fourth Fridays will allow visitors to show, eat, and browse art for extended hours on the fourth Friday of each month. City of Pekin will hold a Ribbon Cutting on June 23rd First Friday event on the new benches, picnic tables and bike rack's installed downtown.
 - 3.2 Grant Applications
 - None at this time
 - 3.3 PACVB Updates
 - 3.3.1 Lelonie stated the City Cycle has been very successful. For a \$9,000 investment. Membership is \$25 a year and you can rent a bicycle for an hour a day. They have an app you use on your I-phone. There 6 locations of the new bike share in the Peoria area. Lelonie to send Katy the information.
 - 3.4 Pekin Chamber Updates

- 3.4.1 The Pekin Chamber is working on the 4th of July Fireworks display and the Pekin Marigold Festival.
- 4.0 Advertisements/Public Relations
- 4.1 Pekin Community High School 2017 Fall season: Committee tabled this until next meeting. Staff will request a copy of the ad, proof of performance, and contact the Business Manager at the high school to confirm agreement with the publication in question.
- 4.2 High School Sports Media 2017 Illinois High School Football and Basketball ad. Staff will request a copy of the ad, proof of performance, and contact the Business Manager at the high school to confirm agreement with the publication in question.
- 5.0 Infrastructure
- 5.1 Beautification Initiatives
- 5.1.1 Our next Beautification will be held in mid-July and Derby Street is our targeted area.
- 5.1.2 Downtown Streetscaping: Ms. Shackelford reported that a new grant for signs and awnings will be presented to Council on the June 26th, 2017 meeting Agenda. Pekin Mainstreet will review the grants and the City will accept them.
- 5.1.3 Bike Pekin Bike Racks: Ms. Shackelford reported that the Bike Pekin Bike Racks will be installed along with the street furniture that was approved by council. Park benches already installed.
- 6.0 Promotion
- 6.1 Social Media: Enjoy Pekin website, City of Pekin website and City of Pekin Facebook page. Possibly start a Twitter account.
- 6.2 Enjoy Pekin Website: working very well.
- 7.0 Attraction
- 7.1 Asset Map – Point of Interest: Lelonie and Emily shared the information with Katy and will be moving forward.
- 8.0 Other Business
- Discussion: Guidelines for Enjoy Pekin Tourism Grants, Tourism Ordinance, and Tourism Sponsorship Guidelines. Lelonie asked if the grant applications have to go in front of Council and if the guidelines can be more specific for the Tourism Committee. Ms. Shackelford states the Committee will focus more on the Overnight grants and that changes to the guidelines can be set by the Committee. Motion made by Tony Carson to adopt the changes made to the Pekin Tourism, Convention and Visitors Committee Ordinance and bring to City Council on June 26, 2017, Seconded by Renna Hadsall. All in favor, motion passed.
 - Ms. Shackelford introduced Mark Rothert, Administrative Assistant Director with the City of Pekin. Mark had worked with the "Shop Local" Campaign 2015. Discussion followed. Tourism Committee to come up with a slogan for Pekin and raise awareness; to Shop small, Shop local, or Shop Pekin local. Ms. Shackelford to contact Courtney Eeten with the Tazewell County Offices. Mr. Carson will be meeting with Wendy, Administrative Director with Tazewell County next week and will discuss Shop Local.
 - Renna asked when the next Tourism Forum will be held. Ms. Shackelford stated they will be held every other month. July will be the next meeting and checking on dates and will email everyone.

Next meeting – Tuesday, July, 11 2017 at 4:00, Pekin City Hall