

City of Pekin Tourism Committee Meeting Minutes

June 5, 2023

City Hall – 5:00 P.M.

Members present: Melanie Matthews, Amy McCoy, Dori Smith, Leloni Luft, Trent Reese, Emily Lambe

Also Present: Chris Dunn, Heather Robertson, Jim Hover

1.0 Call to Order – Quorum present

2.0 Approval of minutes from May 1, 2023 regular meeting, Dori Smith made a motion to approve the minutes, Trent seconded the motion. Minutes approved.

3.0 Old Business

3.1 Pekin Community Guide – 2024 Edition - \$10,000 request for printing only 4,000 to 5,000 copies. Will be the Bicentennial Edition. First printing since 2018. Dori made a motion to approve, Emily Lambe seconded. Motion approved.

3.2 2023 Calendar of Events - Bands have been secured, toilets ordered, sound ordered. Amy will set up a Sign-up Genius for volunteers. Volunteer times 3-5 and 10-11.

3.3 2023-24 Event & Marketing Budget Proposal-

3.3.1 Radio

3.3.2 Marketing Plan & Website SEO Proposals – Jim Hover from McDaniels discussed an agreement to formalize the relationship and move forward. Their position will be to give guidance and update the website. 12 months, 4 hrs per month, \$500 a month with quarterly reports and includes Search Engine Optimization. Dori made a motion to approve the marketing plan as proposed and Emily seconded. Motion approved.

3.3.3 Other Marketing – Heather Robertson made a presentation from Discovery Pekin regarding the June 17th Community Picnic Celebrating Volunteers and Juneteenth a Freedom Celebration. She presented a list of items in need of funding. Dori Smith made a motion for up to \$1500 to be provided for the event. Emily Lambe seconded it. Motion approved.

3.4 2024 Bicentennial Kick Off Event – January 2024

4.0 New Business – None

5.0 Update from Community Partners on Activities and Upcoming Events

6.0 Other Items for Discussion – None

7.0 Public Input - None

8.0 Adjournment. Dori made a motion to adjourn, Emily seconded.

Next meeting July 3, 2023 at 5 pm