



**Enjoy Pekin – Tourism Committee Meeting
Tuesday, May 9, 2017
City Hall – 4:00pm**

MINUTES

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

Voting Members Absent: Renna Hadsall

- 1.0 Welcome
- 2.0 Approval of April Minutes
- 3.0 Hospitality
 - 3.1 Events
 - 3.1.1 Ledgestone – Seth Friedrich/Nate Heinhold will be present for June 12 Council Meeting for sponsorship request for \$10,000
 - 3.1.2 A Funny Thing Happened in Pekin was cancelled due to low ticket sales
 - 3.1.3 Pekin Park District 115 Year Anniversary Celebration
 - 3.1.4 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. May will be the first month the event takes place and it will run through the fall. For a nominal fee paid to the Pekin Chamber, businesses can get their name on the Tazewell Loop map to be featured on the route.
 - 3.2 Grant Applications
 - 3.2.1 Amateur Softball Association of Illinois - January Shootout (Jan 20-22, 2017). Mrs. Luft motioned to approve the grant for \$3,846.67, Mrs. Lamb seconded. Vote 4-0 in favor. The motion is approved. Due to the amount of the grant, the application must be approved by council with the recommendation of the Tourism Committee.
 - 3.2.2 Amateur Softball Association of Illinois - January Classic (Jan 27-29, 2017). Mrs. Lamb motioned to approve the grant for \$4,344.67, Mrs. Luft seconded. Vote 4-0 in favor. The motion is approved. Due to the amount of the grant, the application

must be approved by council with the recommendation of the Tourism Committee.

- 3.2.3 Amateur Softball Association of Illinois - Winter Blues (Feb 3-5, 2017). Mrs. Luft motioned to approve the grant for \$3,830.00, Mrs. Lamb seconded. Vote 4-0 in favor. The motion is approved. Due to the amount of the grant, the application must be approved by council with the recommendation of the Tourism Committee.

3.3 PACVB Updates

- 3.3.1 Mrs. Luft has joined the staff of the Peoria Area Convention and Visitors Bureau as the Convention Sales Manager. She reminded the group about the Mardi Gras in May event on Water Street in Peoria. Mrs. Luft also announced the PACVB will be holding a press conference May 18 at 10 am to reveal the 6 locations of the new bike share in the Peoria area.

3.4 Pekin Chamber Updates

- 3.4.1 The Pekin Chamber reported they are willing to cover the cost of any business in Pekin participating in Forth Fridays as long as they commit to participating and remaining open for the entire season.

4.0 Infrastructure

4.1 Beautification Initiatives

- 4.1.1 Recap: Pick Up Pekin: Ms. Shackelford reported that over 40 participants joined staff to volunteer to clean up downtown Pekin on May 6. Flowerbeds were planted, weeds were pulled, litter was removed, resulting in a dramatic improvement to many of the public spaces in and around downtown. Volunteers also were seen working throughout Pekin at different sites like the Kiwanis adopted garden and Pekin Public Housing. Ms. Shackelford hopes to have many more events like this in the future and focus on different areas of the community each time.
- 4.1.2 Spruce Up Week: Staff reported Spruce Up Week was a huge success and the Streets Department was applauded for their hard work and dedication to keeping up with the demand. Mr. Carson suggested that another event may be good to take place in the fall.
- 4.1.3 Downtown Streetscaping: Ms. Shackelford reported that the Council approved the purchase of street furniture and crosswalk repair at the previous night's meeting. Installation of the furniture should be complete by July.
- 4.1.4 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.

5.0 Promotion

- 5.1 National Tourism Week. Ms. Shackelford reminded the group that May 7 through 14 is National Tourism week and shared an article from the Peoria Journal Star about the economic impact of tourism.

- 5.2 Bike Month: Ms. Shackelford informed the group that May is also National Bike Month and encouraged involving bicycles in the Forth Friday's event.
- 6.0 Attraction
 - 6.1 Asset Map Development: Mrs. Luft and Mrs. Lamb mentioned that they had participated in an asset mapping strategy with the Committee previously and an excel file may be available to help begin the process.
- 7.0 Other Business
 - Discussion: Guidelines for Enjoy Pekin Tourism Grants, Tourism Ordinance, and Tourism Sponsorship Guidelines.

Next meeting – Tuesday, June, 13 2017 at 4:00, Pekin City Hall