

City of Pekin Tourism Committee Meeting Minutes

May 1, 2023

City Hall – 5:00 P.M.

Members present: Melanie Matthews, Amy McCoy, Bruce Marston, Dori Smith, Leloni Luft, Trent Reese

Also Present: Chris Dunn, Mary Burress

1.0 Call to Order – Quorum present

2.0 Approval of minutes from April 17, 2020 regular meeting, Dori Smith made a motion to approve the minutes, Trent Reese seconded the motion. Minutes approved.

3.0 Old Business

3.1 Pekin Community Guide – 2024 Edition will be the Bicentennial Edition

3.2 Committee Member appointment Recommendations-We are still in need of a representative on the committee from the hotel industry. Amy will reach out.

3.3 2023 Calendar of Events – We will be revisiting sponsors from last year. Leloni will provide 4x 6 cards. Bands have been secured, toilets ordered, sound ordered. Christmas on Court- Open 4-8, theme suggestions? Candyland a possibility.

3.4 2023-24 Event & Marketing Budget Proposal-Budget did not change. \$30,000. Amy invited the group to look over the radio advertising proposal with \$1310 per event and an addition \$360 in June and October for a live remote. Amy made a Motion to proceed with the radio advertising as proposed. Dori seconded. Motion passed. Additional advertising to be done on social media and Discover Pekin website along with appearances on the Morning Show.

3.5 2024 Bicentennial – Interested parties meet the 2nd Thursday at noon at the Library. They have discussed monthly events, and a Bicentennial logo. Suggests we reserve some budget for this celebration. A Bicentennial Book is in the works.

4.0 New Business – None

5.0 Update from Community Partners on Activities and Upcoming Events – May 10 & 17 music from 11:30 – 1:30 on the West side of the Courthouse. School Districts 108 and 303 Bands. June 17 Juneteenth celebration at 10:00 am in pocket park. Lunch to follow.

6.0 Other Items for Discussion - None

7.0 Public Input - None

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

Next meeting June 5 2023 at 5 pm

