



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

MINUTES

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

Non-Voting Member Present: Mayor McCabe

- 1.0 Welcome
- 2.0 Minutes: March Minutes were presented to the Committee. Ms. Hedsall motioned to approve the minutes as written and Ms. Shackelford seconded. All approved and the motion carried.
- 3.0 Tourism Grant applications
 - 3.1 Pekin Insurance Holiday Tournament: Ms. Shackelford motioned to approve the grant for \$1,000, Ms. Luft seconded. All approved and the motioned carried.
 - 3.2 Amateur Softball Association of Illinois: Mrs. Luft motioned to approve the grant for \$1,500, Ms. Hedsall seconded. All approved and the motion passed.
- 4.0 Tourism activities
 - 4.1 Soda Pop Festival – Jay Goldberg – Saturday, July 15th, 2017: Ms. Shackelford reported that the Soda Pop Festival has been cancelled until further notice. Jay Goldberg has returned the grant to the City of Pekin.
 - 4.2 Ledgestone – Seth Friedrich – Nate Heinhold – have been scheduled to present before City Council at the April 24 meeting. No vote for sponsorship funding will be taken at that time.
 - 4.3 Pekin Community Tourism Forum update
 - 4.3.1 Next meeting: May 4th, 2017: Ms. Shackelford reported the Tourism Forum will be taking a new direction as a working group to help prepare a strategic tourism plan for the City of Pekin.
 - 4.4 Community Events: No Report
- 5.0 Advertisements/Public Relations: No Report
- 6.0 Tourism project planning/budget

- 6.1 Beautification Initiatives: Ms. Shackelford reported that staff is preparing a quest for funding to order and install new street furniture, wayfinding, and crosswalks in the historic downtown district. The request is for \$150,000 and would use TIF funding if approved by Council.
- 6.2 BikePekin
 - 6.2.1 Bike Racks & Pedestrian crossings: Ms. Shackelford reported that Bike Racks have been completed and are awaiting next steps.

Other business

- PACVB updates
- Enjoy Pekin/Chamber updates
- Discussion: Guidelines for Enjoy Pekin Tourism Grants, Tourism Sponsorship Guidelines, and Changing the City Code "Event Meadow" under the Liquor Code.

Meeting Adjourned at 5:10 pm

Next meeting – Tuesday, May 9, 2017 at 4:00, Pekin City Hall