

City of Pekin Tourism Committee Meeting Minutes
April 4, 2022

City Hall – 5:00 P.M.

Members present: Melanie Matthews, Emily Lambe, Amy McCoy, Lelonie Luft, Matt Fick, Dori Smith, Tom Veatch

1.0 Meeting called to Order – Quorum Present

2.0 Approval of Minutes from March 7 , 2022 Meeting. Minutes approved.

3.0 Old Business

3.1 Hospitality Map & restaurant Guide - None

3.2 Marketing Plan – Discussion of shared mail vs. direct mail. Distribution of budgeted monies.

Website	13750
Video	3200
Facebook	2500
Radio	6500
Direct Mail	4000
Visitor Guide	0
	29950

Tom made a motion to approve the distribution of monies as proposed, Dori 2nd. Motion approved.

4.0 New Business – Dori brought up the Pekin Park Marketing Nation Promotion to draw national tournaments. The Park is inquiring whether a grant would be possible from the City. It was suggested that the Park contact CVB with the further possibility of sponsorship.

5.0 Updates from Community Partners. None

6.0 Other items for discussion None

7.0 Public Input. None

8.0 Tom made a motion to adjourn. Amy seconded it. Meeting adjourned.