



**Enjoy Pekin – Tourism Committee Meeting  
Tuesday, March 14, 2017  
City Hall – 4:00pm**

**MINUTES**

Present: Emily Lamb, Renna Hadsall, Katy Shackelford, Lelonie Luft, Mayor McCabe, Tony Carson

1.0 Approval of Minute from Jan. 10 2017.

Ms. Shackelford moved to amend the minutes to reflect her appointment to the Tourism Committee, not appointment as Tourism Director. Ms. Hadsall seconded. All in favor. Minutes approved as amended.

2.0 Tourism Grant applications

- 2.1 Tazewell County Historic Places Society Membership dues: \$25.00. Ms. Luft made a motion to approve membership payment of \$25.00. Ms. Shackelford seconded. All in favor. Motion passed.
- 2.2 Pekin Hospital Foundation: 5k Sponsorship \$1,000.00 Acknowledgement letter. Document received and filed.
- 2.3 Grace United Methodist Church – “See you at the Pole Youth Concert”. Ms. Shackelford motioned to approve the grant in the amount of \$431.15, Ms. Lamb seconded. Vote 3-1 in favor. The motion passes.
- 2.4 Pekin Insurance Holiday Tournament: Ms. Shackelford motions to table both grant applications pending further clarification from the applicant regarding not-for-profit status.
- 2.5 Amateur Softball Association of Illinois: Applicant asked to remove the Community Event Grant Application from the agenda and resubmit at a later time using the Pekin Visitors Bureau (overnight stays) grant.

2.0 Tourism activities

- 2.1 Soda Pop Festival – Jay Goldberg – : Note the date change to Saturday, July 15th, 2017.
- 2.2 2017 IHSA March Madness: Sponsorship was approved February 27, 2017 by City Council.
- 2.3 Ledgestone: Mayor McCabe will contact Seth Friedrich or Nate Heinhold to present and/or make sponsorship request at 4/10/17 City Council meeting.
- 2.4 Avanti’s Dome, Justin Murr (370-6046) – October 27, 28, 29, 2017 requesting help for marketing Big Rock Festival: Ms. Shackelford suggested working closely with the PACVB to promote the event and have a representative from the Dome attend Pekin Tourism Forum.
- 2.5 Avanti’s Dome: Sheri Verardo; discussion on possible

incentives for promotions for the Avanti's Dome and the events it brings to the Pekin community. Ms. Shackelford recommended utilizing the Pekin Visitor's Bureau Grant for Overnight stays.

- 2.6 Pekin Community Tourism Forum update
  - 2.6.1 Next meeting: April 6, 2017

### 3.0 Advertisements/Public Relations

- 3.1 Travel Midwest 2017: \$1250 ¼ of a page for Summer and Fall issue. Mr. Carson made a motion to decline the request to purchase advertising, Ms. Luft seconded. All in favor. The motion passes.

### 4.0 Tourism project planning/budget

- 4.1 BikePekin: No updates

#### Other business

- Enjoy Pekin/Chamber updates: The Tourism Committee has agreed that it should take on more responsibility of the Pekin Tourism Forum and Enjoy Pekin website as part of their roles and responsibilities. The Pekin Area Chamber of Commerce will continue to maintain the Enjoy Pekin website and the Pekin Tourism Forum under the direction of this committee. Such guidance will ensure that the Pekin Area Chamber of Commerce avoids conflict with Chamber interests.
- Discussion: Guidelines for Enjoy Pekin Tourism Grants to update the ordinance and improve the grant application. Suggestions include indicating the location of the event, if the applicant is a non-profit, under what condition (event or overnight stay) the applicant is applying, and clarifying that only one grant can be submitted per event. Future Committee meetings will review ordinance revisions for Council adoption at a future date.

Next meeting – Tuesday, April 11, 2017 at 4:00, Pekin City Hall