

**City of Pekin Tourism Committee Meeting Minutes**  
**March 7, 2022**

**City Hall – 5:00 P.M.**

Members present: Melanie Matthews, Emily Lambe, Amy McCoy, Lelonie Luft, Matt Fick, Mark Rothert, Cindy Galyean

1.0 Meeting called to Order – Quorum Present

2.0 Approval of Minutes from February 7 , 2021 Meeting. Motion to approve by Amy McCoy, Second by Cindy Galyean. Minutes approved.

Agenda out of order due to presentation by Troy Tartar of Pekin Pride Soccer Club

4.0 New Business

4.1 Troy Tarter of Pekin Pride Soccer asking for recommendation for Sponsor request of \$2,500. He stated they had 71 teams last year. This year's event is May 22-29. The majority of the profit goes back into the club. Matt made a motion to recommend, Cindy 2<sup>nd</sup>. Motion approved

4.2 Pekin Pride Soccer Tournament Hotel Rebate Request – The committee would recommend they use PCVB instead of Stay N Play. They estimate at least 50 rooms.

3.1 Hospitality Map .

3.2 2022 Calendar of Events

3.2.1 Downtown Event Dates . We saw the new flyer with 3 dates on it.

3.2.2 Other Community Events.

3.2.3 Marketing. Amy outlined proposals received from Deverman and McDaniels. Costs of Visitors Guide, Radio ads and Facebook ads. Considerable discussion on direct mail. Cindy made a motion that we request approximately \$30,000 of Tourism funds to cover the costs of website update, radio, promotional video, Facebook advertising campaign and a visitor's guide quarterly newspaper. Focus is promoting our city's summer events and expanding the use of the Discover Pekin brand and Emily seconded it. Motion approved.

5.0 Updates from Community Partners. None

6.0 Other items for discussion None

7.0 Public Input. None

8.0 Melanie made a motion to adjourn. Emily seconded it. Meeting adjourned.

