



City of Pekin

**PROCEEDINGS OF THE REGULAR MEETING
OF THE TOURISM COMMITTEE OF THE CITY OF PEKIN, ILLINOIS,
HELD IN THE COUNCIL CHAMBERS OF CITY HALL
111 S. CAPITOL ST
ON MONDAY, MAY 6, 2024 AT 5:00 PM**

Call to Order

Chairperson Lelonie Luft called the Tourism Committee meeting to order at 5:00 PM in the Pekin City Hall Council Chambers. A quorum was established:

Members present: Lelonie Luft, Amy McCoy, Chris Dunn, Trent Reeise, Josh Wray, Shawn Powers, Mel Matthews, and Emily Lambe

Approve Agenda

Trent Reeise moved to approve the agenda, seconded by Shawn Powers. Motion approved by voice vote.

Approval of Minutes

3.1. Minutes from the Tourism Committee Meeting on Monday, April 1, 2024

Trent Reeise moved to approve the minutes from the Tourism Committee Meeting on Monday, April 1, 2024, as presented, seconded by Shawn Powers. Motion approved by voice vote.

Public Input

John Ackerman provided a handout of tourism signs for the courthouse property that he would like the Tourism Committee to discuss funding.

Consent Agenda

5.1. Tourism Fund Monthly Financial Report

Josh Wray presented the monthly financial report of the Tourism Fund.

Unfinished Business

6.1. Consideration of an Overnight Visitors Grant to be Awarded to Mid-South Illinois Tennis Association

Trent Reeise moved to approve the Overnight Visitors Grant to be awarded to Mid-South Illinois Tennis Association in the amount of \$479.21, which is 1/3 of

their expenses, seconded by Amy McCoy. Motion approved by voice vote.

New Business

7.1. Motion to Recommend Renewal of SEO Contract with McDaniels Marketing

Representatives from McDaniels Marketing presented their prior SEO work for the City's tourism page, Discover Pekin, including metrics regarding online traffic.

Shawn Powers moved to approve renewing the SEO Contract with McDaniels Marketing, seconded by Chris Dunn. Motion approved by voice vote.

7.2. Consideration of an Overnight Visitors Grant to be Awarded for a Karate Tournament

Amy McCoy reported that the organizer of the Karate Tournament was just seeking more information and is not applying for a grant at this time. No action was taken.

7.3. Discussion of the Twisted Cat Fishing Tournament

Organizers of the Twisted Cat Fishing Tournament have submitted a special events application to the City of Pekin. However, some items are missing. Amy McCoy will try to get the rest of the required documents.

7.4. Discussion of Updating the Tourism Grant Application

Discussion of the Tourism Grant application form took place, noting some items need to be updated. Committee members will bring their suggestions to the next meeting. The committee would like to see an online form on the website if possible.

Any Other Business to Come Before the Committee

Amy McCoy received quotes for radio advertising for upcoming events. She also talked to WGN about some promotions they are doing for communities outside of Chicago and is getting more information on that. Chris Dunn agreed to be the new secretary for the committee moving forward.

Adjourn

Trent Reeise moved to adjourn the meeting at 5:40 p.m., seconded by Josh Wray. Motion approved on voice vote.