



City of Pekin

**REGULAR TOURISM COMMITTEE MEETING
MONDAY, APRIL 7, 2025
5:00 PM**

1. Call to Order

2. Approval of Minutes

2.1. Minutes from the Regular Tourism Committee Meeting on January 6, 2025

2.2. Minutes from the Regular Tourism Committee Meeting on March 7, 2025

3. Public Input

4. Unfinished Business

4.1. Event Center Feasibility Study Update

4.2. Hot Air Balloon Event Update

5. New Business

5.1. Budget Update - Tourism Project Selection

6. Any Other Business to Come Before the Committee

7. Adjourn



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, JANUARY 6, 2025 AT 5:00 PM**

Call to Order

Chairperson Lelonie Luft called the Tourism Committee Meeting to order at 5:00PM in the Pekin City Hall Council Chambers.

A quorum was established.

Members present: Lelonie Luft, Chris Dunn, Mel Matthews, Emily Lambe, Cindy Galyean, and Shawn Powers.

Members absent: Amy McCoy

Approve Agenda

Emily Lambe moved to approve the agenda, seconded Mel Matthews. Motion approved by voice vote.

Approval of Minutes

3.1. Minutes from the Regular Tourism Committee Meeting on December 2, 2024

Shawn Powers moved to approve the minutes from the Tourism Committee Meeting on Monday Dec. 2, 2024, as presented, seconded by Mel Matthews. Motion approved by voice vote.

Public Input

None

Unfinished Business

5.1. Hotel Incentive Program

Shawn Powers moved to present the Hotel Incentive Program to the City Council, seconded by Emily Lambe. Motion approved by voice vote.

5.2. Event Venue

Bradley University and Eureka College were approached inquiring about the possibility of conducting a feasibility survey for the support of an event center

in Pekin. At the time of meeting, no response has been received. No action taken.

New Business

6.1. Schedule of Tourism Committee Meetings for 2025

Cindy Galyean moved to approve the 2025 meeting schedule as presented, seconded by Emily Lambe. Motion approved by voice vote.

6.2. FY26 Tourism Fund Concept Budget

Discussion was held on the budget and the possibility of automatic grant approval for some annual sponsorships to present to the Council.

6.3. FY26 Tourism Marketing Renewal Proposal from McDaniels Marketing

Randy McDaniels was in attendance to present their marketing proposal. There was a discussion about dropping or decreasing the Discover Peoria partnership and increasing funding to McDaniel's Marketing from \$13,300 to \$33,300 for the advertising portion of their proposal.

Cindy Gaylean moved to increase the FY26 proposed marketing budget by \$20,000, seconded by Shawn Powers. Motion passed by voice vote.

Any Other Business to Come Before the Committee

Winter Wonderland

A suggestion was made to inquire with the Pekin Park's Winter Wonderland to see if they would like to somehow partner up with Downtown's Christmas on Court Event. Shawn Powers will present idea to Winter Wonderland's Committee.

Adjourn

Shawn Powers moved to adjourn the meeting at 6:13pm, seconded by Cindy Gaylean. Motion approved by voice vote.



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, MARCH 3, 2025 AT 5:00 PM**

Call to Order

Chairperson Lelonie Luft called the Tourism Committee Meeting to order at 5:02PM in the Pekin City Hall Council Chambers.

A quorum was established.

Members present: Lelonie Luft, Chris Dunn, Mel Matthews, Emily Lambe, Amy McCoy, Cindy Gaylean and Shawn Powers.

Approve Agenda

Cindy Gaylean moved to approve the agenda, seconded Amy McCoy. Motion approved by voice vote.

Approval of Minutes

3.1. Minutes from the Regular Tourism Committee Meeting on February 3, 2025

Mel Matthews moved to approve the minutes from the Tourism Committee Meeting on February 3, 2025, as presented, seconded by Shawn Powers. Motion approved by voice vote.

Public Input

Pekin Main Street representatives Terri Gambetti and Colette Willoughby presented the calendar of their upcoming 2025 events, highlighting the three major ones; May Day Market, Taste of Pekin and First Fridays. They requested funds for those 3 events.

Consent Agenda

None

Unfinished Business

6.1. Hot Air Balloon Update

Amy McCoy and Mel Matthews are working to develop this event. Balloon sponsors are being sought. Avanti's is working on attracting vendors and

reviewing insurance for the event.

6.2. Event Center Feasibility Study Update

Eureka College has agreed to conduct a free Pekin Event Center feasibility survey. Results will be submitted at the end of spring semester.

New Business

7.1. Recommendation for FY26 Partnership with Discover Peoria

Discover Peoria representative, Ashley Hildebrandt, presented a comparison on their different partnership options for FY2026. After committee discussion on how much this service is beneficial to the City of Pekin, past allocation will remain the same.

Amy McCoy moved to recommend a \$25,000 allocation to City Council, seconded by Emily Lambe. Motion approved by voice vote.

7.2. Recommendation for Annual Sponsorship Allocations

Discussion of recommendation for event sponsorship allocations to propose to Council for action.

Sponsorships	FY25 Budget	FY25 Projected	FY26 Budget
Marigold Festival	\$15,000.00	\$15,000.00	\$15,000.00
Farmers Market	\$10,000.00	\$10,000.00	\$5,000.00
Pekin Pride Soccer Club	\$5,000.00	\$5,000.00	\$5,000.00
Disc Golf Tournament	\$1,500.00	-	\$1,500.00
AJGA Golf Tournament	\$2,250.00	\$2,250.00	\$2,250.00
Pekin Holiday Tournament	\$5,000.00	\$5,000.00	\$5,000.00
Downtown Supercruise	\$5,000.00	\$5,000.00	\$2,500.00
Twisted Cat Fishing Tournament	\$5,000.00	\$10,000.00	\$5,000.00
Pekin Main Street Events	-	\$2,000.00	\$8,500.00
Pekin Girls Shootout	-	-	-
Fireworks	\$10,000.00	\$10,000.00	\$10,000.00
Beautification	\$5,000.00	\$5,000.00	-

Cindy Gaylean moved to recommend a total of \$59,750 as allocated in discussion, seconded by Amy McCoy. Motion approved by voice vote.

7.3. Feedback on Creative Brief for Community Guide

The Committee wanted to move forward with the community guide proposal presented by McDaniels Marketing but not the illustrated community map. No vote was taken as the expense is within City staff's spending authority.

Any Other Business to Come Before the Committee

Shawn Powers reported that the Winter Wonderland Committee may be interested in linking events with Christmas on Court somehow. The Committee invited representatives from the Tourism Committee to attend the Winter Wonderland's next committee meeting.

Adjourn

Mel Matthews moved to adjourn the meeting at 6:04, seconded by Shawn Powers. Motion approved on voice vote.