



## *City of Pekin*

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**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.