



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.