



**REGULAR TOURISM COMMITTEE MEETING
MONDAY, AUGUST 4, 2025
5:00 PM**

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Minutes from the Regular Tourism Committee Meeting on July 7, 2025

4. Public Input

5. Unfinished Business

5.1. Christmas Events with Park District

5.2. City Entrance Signs

5.3. Request for Funding: Hampton Inn Road Improvements

6. New Business

6.1. August Downtown Concert Update

6.2. Digital Visitor Center

7. Any Other Business to Come Before the Committee

8. Adjourn



**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, JULY 7, 2025 AT 5:00 PM**

Call to Order

Chairperson, Mel Matthews called the Tourism Committee Meeting to order at 5:02PM in the Pekin City Hall Council Chambers. A quorum was established.

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

Approve Agenda

Shawn Powers moved to approve the agenda as presented. It was seconded by Emily Lambe. Motion approved by voice vote.

Approval of Minutes

3.1. Minutes from the Regular Tourism Committee Meeting on May 5, 2025

Cindy Galyean moved to approve the minutes from the Tourism Committee Meetings on Monday May 5, 2025 as presented, seconded by Shawn Powers. Motion approved by voice vote.

*Note: There were no minutes from the June 2, 2025, meeting because a quorum was not established.

Public Input

None

Reports

5.1. Dragon's Fire Balloon Fest Event Report

The Committee felt it was a success and agreed that it would be scheduled again for the last weekend in June in 2026. There was discussion on how to possibly create ways to generate more revenue and to look into the possibility of offering balloon rides, as many attendees requested.

5.2. FY25 End of Year Tourism Fund Report

The Committee viewed FY25 Year End Report and held a discussion about

the FY26 Budget.

5.3. Discover Pekin Marketing Report

The Committee reviewed data gathered for the report by McDaniel's Marketing.

New Business

6.1. Tourism Grant Request from Asher's Bar & Grill for St. Jude's Summer Rides Event

Shawn Powers presented the request from Asher's Bar for funds to pay for the St. Jude's Summer Rides Event that has already taken place. Seconded by Cindy Galyean.

Mr. Wray noted that, according to the application, the only expenses to be reimbursed were police protection and application fees, which do not need to go through the grant program since separate funding for those City expenses is included in the Tourism Fund budget. Therefore, Mr. Wray recommended formally denying the application, and staff will work with Asher's to ensure those expenses are covered by the City.

Motion failed by voice vote.

6.2. Tourism Grant Request from Roger Brotherton for Car Club Event on Front Street

Roger Brotherton attended the meeting to present a new car club event. A motion was presented by Shawn Powers for a Tourism Grant, not to exceed \$1,500, for a car club event on Front St on August 9, 2025, seconded by Amy McCoy. Motion passes by voice vote.

6.3. Request for Funding: Hampton Inn Road Improvements

After discussion, the vote was postponed, requesting more information and clarification to be brought before the Committee. Amy McCoy moved to table the item until the next Tourism Committee meeting, seconded by Emily Lambe. Motion passed by voice vote.

Any Other Business to Come Before the Committee

None

Adjourn

Cindy Galyean moved to adjourn the meeting at 6:05pm, seconded by Amy McCoy. Motion approved by voice vote.