



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, AUGUST 4, 2025 AT 5:00 PM**

Call to Order

Chairperson Mel Matthews called the Tourism Committee Meeting to order at 5:03 PM in the Pekin City Hall Council Chambers.

A quorum was established.

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

Approve Agenda

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

Approval of Minutes

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

Shawn Powers moved to approve the minutes from the Tourism Committee Meetings on Monday July 7, 2025 as presented, seconded by Cindy Galyean. Motion approved by voice vote.

Public Input

Steve Bresnahan, organizer of the downtown Pekin's Super Cruise, spoke in front of the Committee seeking clarification on how the Committee determines the amount of funds each event will receive. It was explained that there is a code that is followed when issuing our two forms of funds distribution, Grants and Sponsorships. The City Code regulations governing tourism grants and sponsorships can be viewed at the link below:

[Tourism Committee Regulations](#)

Unfinished Business

5.1. Christmas Events with Park District

The Winter Wonderland Committee was approached about the possibility of coordinating Christmas events together for the holiday season. They denied the request.

5.2. City Entrance Signs

The Committee decided to wait on further discussion until after the new city branding proposal has been approved.

5.3. Request for Funding: Hampton Inn Road Improvements

A motion was presented by Shawn Powers to table discussion on this matter until after Josh Wray has an opportunity to contact Cullinan Properties about this situation. It was seconded by Mel Matthews and passed by voice vote.

New Business

6.1. August Downtown Concert Update

Revel in Red will perform on August 23rd at 7:00p.m. Food trucks will start serving at 5:00p.m. A Discover Peoria representative will be present to obtain at least two more interviews at the concert for the production of the contracted video of Pekin.

6.2. Digital Visitor Center

Josh Wray was approached by ITI Digital about the possibility of creating a digital visitor center. After explanation of possibly beneficial services they could provide for the city, the consensus was to invite them for a presentation at a future meeting.

Any Other Business to Come Before the Committee

The Dragon's Fire Balloon Fest will be held for a second year on June 26th & 27th 2026. A few suggestions for next year's festival were discussed such as having a merchandise table.

Adjourn

Emily Lamb moved to adjourn the meeting at 6:05pm. Seconded by Amy McCoy. Motion approved on voice vote.