



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

Call to Order

Chairperson Matthews called the Tourism Committee Meeting to order at 5:02 p.m. in the Pekin City Hall Council Chambers.

A quorum was established.

Members present: Emily Lambe; Amy McCoy; JoElle Master; Shawn Powers; Mel Matthews; Cindy Galyean; Emily Lambe

Approve Agenda

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

Approval of Minutes

3.1. Minutes from the Tourism Committee Meeting held on September 2, 2025

Shawn Powers moved to approve the minutes from the Tourism Committee Meeting on Tuesday, September 2, 2025, as presented, seconded by JoElle Master. Motion approved by voice vote.

Public Input

None

Reports

5.1. Tourism Fund FY2026 Q1 Financial Report

Josh Wray presented a review of the Tourism Fund FY26 Q1 Financial Report—no further discussion.

5.2. Discover Pekin SEO Report

The Committee reviewed the Discover Pekin SEO report. Amy McCoy said our results are really good, and the social media marketing is directing visitors to our website. She also suggested the Committee have staff from McDaniels Marketing attend a meeting to explain the report.

Unfinished Business

6.1. Christmas on Court

The Committee discussed the upcoming Christmas on Court event for December 5, 2025, with a 'Nutcracker' theme. There will be a hot cocoa contest among businesses. Mel Matthews is working on vendors and food trucks, adding an animal attraction like Barnyard Discoveries, and exploring a possible light attraction.

6.2. Recommendation for 2026 Sponsorship for Twisted Cat Fishing Tournament

Cindy Galyean moved to recommend to City Council an earmark of \$7,500 in the FY2027 Tourism Fund budget for the Twisted Cat Fishing Tournament to be held in 2026 with the condition that they turn in all the proper documentation of their 2025 event. Shawn Powers seconded the motion.

Cindy Galyean noted that the participants of this tournament fill up local hotels, bring their families, and stay multiple days. Josh Wray agreed that he would not take this action to City Council until the group has submitted their revenue/expense worksheet from the 2025 tournament.

Motion approved by voice vote.

New Business

7.1. Discussion on Concept for New City Welcome Signs

Josh Wray presented a rendering of the new City of Pekin signs prepared by McDaniels Marketing. The Committee suggested some changes, such as using the new logo on the right-hand side, and adding 'Welcome to the Marigold City' on the left-hand side. The Committee also recommended purchasing as many signs as the budget would allow up to five with the fifth to be placed on East Broadway Street. The project will also be reviewed at the Beautification Committee meeting before going to City Council.

Any Other Business to Come Before the Committee

None

Adjourn

Shawn Powers moved to adjourn the meeting at 6:00 p.m., seconded by Cindy Galyean. Motion approved by voice vote.