



**REGULAR TOURISM COMMITTEE MEETING
MONDAY, DECEMBER 1, 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 November 3, 2025

4. Public Input

5. Reports

5.1. Tourism Fund FY2026 Q2 Financial Report

6. Unfinished Business

6.1. Christmas on Court

6.2. City Brand Update

7. New Business

8. Any Other Business to Come Before the Committee

9. 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, NOVEMBER 3, 2025 AT 5:00 PM**

Call to Order

Chairperson Matthews called the Tourism Committee Meeting to order at 5:00 p.m. in the Pekin City Hall Council Chambers.

A quorum was established.

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

Also present: Mayor Mary Burress; Josh Wray

Approve Agenda

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

Approval of Minutes

3.1. Minutes from the Regular Tourism Committee Meeting on October 6, 2025

Amy Whiting moved to approve the minutes from the Tourism Committee Meeting on Monday, October 6, 2025, as presented, seconded by Cindy Galyean. Motion approved by voice vote.

Public Input

No Public Input

Reports

5.1. Discover Pekin September Report

Discover Pekin September Report - Staff from McDaniels Marketing presented more details and an explanation on Search Engine Optimization. They also went over the October report that was distributed at the meeting, noting that this past month they focused on hunting.

5.2. Discover Peoria Quarterly Report

Ashley Hildebradt from Discover Peoria also went over the statistics from their Quarterly Report.

Unfinished Business

6.1. Christmas on Court

Amy McCoy updated the committee on Christmas on Court, noting it will be a Nutcracker theme this year. They are working on the event map, pop-up markets, and Nutcrackers on the light poles.

6.2. City Welcome Signs

McDaniels presented a new sign option, which can be easily updated because the base can stay the same, but the letters can be changed. The committee discussed some alternatives to the Marigold on the previous sign mock-ups, noting it should coordinate with the new brand campaign. The staff from McDaniels will attend the next City Council meeting to review the already approved rebranding campaign.

New Business

7.1. Approval of 2026 Tourism Committee Meeting Schedule

Emily Lambe moved to approve the 2026 Tourism Committee Meeting Schedule, seconded by Cindy Galyean. Motion approved by voice vote.

Any Other Business to Come Before the Committee

None.

Adjourn

Emily Lambe moved to adjourn the meeting at 6:13 p.m., seconded by Cindy Galyean. Motion approved by voice vote.



REQUEST FOR COUNCIL ACTION

Agenda Date: December 1, 2025
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Tourism Fund FY2026 Q2 Financial Report

DESCRIPTION: A balance sheet and income statement are included. Through Q2 of this fiscal year, May-October, the Tourism Fund received \$181,066.35 in net revenue and spent \$177,466.91 in net expenses. The Fund's cash balance remains healthy at \$611,856.32.

General Ledger

Balance Sheet

User: jlwray@ci.pekin.il.us
 Printed: 11/26/2025 - 2:19PM
 Fund: 208
 Period: 6
 Fiscal Year: 2026



City Of Pekin
 111 S. Capitol
 Pekin, IL 61554

Fund ALFRE

Account Type	Amount
208 -	
Assets	
Receivables	96,365.01
Equity In Pooled Cash	611,856.32
Amt Provided By LT Debt	0.00
Total Assets:	708,221.33
Liabilities	
Accounts Payable	0.00
Accrued Wages	978.24
Accrued Liabilities	378.62
Due To Other Funds	0.00
Loans Payable	0.00
Total Liabilities:	1,356.86
Fund Balance	
Fund Balance	703,265.03
Total Fund Balance:	703,265.03
Total Liabilities and Fund Balance:	704,621.89
Total Retained Earnings:	3,599.44
Total Fund Balance and Retained Earnings:	706,864.47
Total Liabilities, Fund Balance, and Retained Earnings:	708,221.33
Totals for Fund 208:	0.00

General Ledger

Summary Trial Balance

User: jlwray@ci.pekin.il.us
 Printed: 11/26/2025 - 2:20PM
 Period: 01 to 06, 2026
 Include: Revenue and Expense
 Account From: 208
 Account To: 208
 Include Uncommitted JE's: True



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Account Number	Description	Budget Amount	Beginning Balance	Debit This Period	Credit This Period	Ending Balance
Fund 208						
REVENUE						
Department 208						
208-208-411005	Home Rule Motel Tax	300,000.00	0.00	18,797.42	180,924.99	-162,127.57
208-208-411008	Short Term Rental Taxes	0.00	0.00	0.00	0.00	0.00
208-208-442500	Federal Grants	0.00	0.00	0.00	0.00	0.00
208-208-442600	State Grants	0.00	0.00	0.00	0.00	0.00
208-208-463500	Late Payment Penalty	0.00	0.00	1.62	202.64	-201.02
208-208-463600	Interest Charges	0.00	0.00	0.00	40.52	-40.52
208-208-490100	Interest Earnings	15,000.00	0.00	0.00	11,157.19	-11,157.19
208-208-492100	Loan Proceeds	0.00	0.00	0.00	0.00	0.00
208-208-493600	Training Reimbursements	0.00	0.00	0.00	0.00	0.00
208-208-498700	Farmer's Market Revenue	0.00	0.00	0.00	0.00	0.00
208-208-499201	Tourism Contributions	0.00	0.00	0.00	7,100.00	-7,100.00
208-208-499800	Miscellaneous Receipts	0.00	0.00	0.00	440.05	-440.05
	208-208 REVENUE Totals:	315,000.00	0.00	18,799.04	199,865.39	-181,066.35
	REVENUE Totals:	315,000.00	0.00	18,799.04	199,865.39	-181,066.35
EXPENSE						
Department 208						
208-208-511600	Salary: All Personnel	0.00	0.00	0.00	0.00	0.00
208-208-511601	Admin Cost Allocation	23,910.00	0.00	12,443.18	0.00	12,443.18
208-208-515000	Overtime	0.00	0.00	156.43	0.00	156.43
208-208-515500	Vacation Pay	0.00	0.00	14.01	14.01	0.00
208-208-515501	Vacation Payout	0.00	0.00	0.00	0.00	0.00
208-208-515600	Holiday Pay	0.00	0.00	0.00	0.00	0.00

Account Number	Description	Budget Amount	Beginning Balance	Debit This Period	Credit This Period	Ending Balance
208-208-515800	Sick Pay	0.00	0.00	7.13	7.13	0.00
208-208-515801	Sick Payout	0.00	0.00	0.00	0.00	0.00
208-208-516700	Wellness Program	0.00	0.00	0.00	0.00	0.00
208-208-517000	Oasdi/city Share 6.2%	1,485.00	0.00	760.22	0.00	760.22
208-208-517001	Medicare/city Share 1.45%	350.00	0.00	178.08	0.00	178.08
208-208-517401	IMRF	1,735.00	0.00	880.96	0.00	880.96
208-208-518000	Group Insurance	4,450.00	0.00	2,562.05	0.00	2,562.05
208-208-518300	Workers Comp Insurance	0.00	0.00	0.00	0.00	0.00
208-208-518700	Mileage	0.00	0.00	0.00	0.00	0.00
208-208-519000	Training And Education	0.00	0.00	53.69	0.00	53.69
208-208-520200	Office Supplies	0.00	0.00	0.00	0.00	0.00
208-208-520277	Transfer to BDD	0.00	0.00	0.00	0.00	0.00
208-208-520400	Postage	0.00	0.00	0.00	0.00	0.00
208-208-538000	Maintenance Agreements	11,290.00	0.00	5,890.00	0.00	5,890.00
208-208-550300	Telephone	0.00	0.00	0.00	0.00	0.00
208-208-551000	Printing And Publications	0.00	0.00	0.00	0.00	0.00
208-208-551600	Dues And Subscriptions	25,000.00	0.00	25,000.00	0.00	25,000.00
208-208-554200	Meals Lodging	0.00	0.00	0.00	0.00	0.00
208-208-559900	Receivable Charge Off	0.00	0.00	0.00	0.00	0.00
208-208-560500	Consulting Services	21,900.00	0.00	10,950.00	0.00	10,950.00
208-208-560600	Corporate Counsel Fees	0.00	0.00	0.00	0.00	0.00
208-208-561200	Engineering Fees	0.00	0.00	0.00	0.00	0.00
208-208-569000	Other Contractual Service	62,000.00	0.00	12,685.44	0.00	12,685.44
208-208-573100	Grants	50,000.00	0.00	6,252.04	0.00	6,252.04
208-208-580201	Land Improvements	150,000.00	0.00	0.00	0.00	0.00
208-208-583000	Loan Agreements	0.00	0.00	0.00	0.00	0.00
208-208-590400	Interest Paid	0.00	0.00	0.00	0.00	0.00
208-208-590600	Bank fees	0.00	0.00	0.00	0.00	0.00
208-208-591200	Developer Agreement Payments	0.00	0.00	0.00	0.00	0.00
208-208-591400	Loan Payments	0.00	0.00	0.00	0.00	0.00
208-208-597700	Sponsorships	59,750.00	0.00	40,038.00	288.00	39,750.00
208-208-598100	Public Relations	45,000.00	0.00	22,571.07	0.00	22,571.07
208-208-598500	Farmer's Market Expense	0.00	0.00	0.00	0.00	0.00
208-208-598505	Special Events	70,000.00	0.00	38,643.75	1,310.00	37,333.75
208-208-599000	Miscellaneous	0.00	0.00	0.00	0.00	0.00
	208-208 EXPENSE Totals:	526,870.00	0.00	179,086.05	1,619.14	177,466.91

Account Number	Description	Budget Amount	Beginning Balance	Debit This Period	Credit This Period	Ending Balance
	EXPENSE Totals:	526,870.00	0.00	179,086.05	1,619.14	177,466.91
	Fund 208 Totals:	-211,870.00	0.00	197,885.09	201,484.53	-3,599.44
	Report Totals:	-211,870.00	0.00	197,885.09	201,484.53	-3,599.44



REQUEST FOR COUNCIL ACTION

Agenda Date: December 1, 2025
To: Members of the Tourism Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: City Brand Update

DESCRIPTION: City Council has given feedback that they prefer Option 1 in the attached packet. It, along with the rectangular logos, will be officially recommended for approval on December 8. The welcome sign project will continue thereafter.

REVISED PEKIN LOGO OPTION 1



REVISED PEKIN LOGO OPTION 2





PEKIN
ILLINOIS EST. 1824



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