



City of Pekin

**REGULAR TOURISM COMMITTEE MEETING
TUESDAY, SEPTEMBER 3, 2024
5:00 PM**

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Minutes from the Tourism Committee Meeting on August 5, 2024

4. Public Input

5. Consent Agenda

5.1. Quarterly Tourism Fund Report - FY25 Q1

6. Unfinished Business

6.1. Discussion on Pekin Tourism Video

7. New Business

8. Any Other Business to Come Before the Committee

9. Adjourn



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 5, 2024 AT 5:00 PM**

Call to Order

Chairperson Lelonie Luft called the meeting to order at 5:01 p.m.

Members present: Lelonie Luft; Christine Dunn; Cindy Galyean; Shawn Powers; Mel Matthews; Emily Lambe

Approve Agenda

Cindy Galyean moved to approve the agenda, seconded by Shawn Powers. Motion approved by voice vote.

Approval of Minutes

3.1. Minutes from the Regular Tourism Committee Meeting on July 1, 2024

Shawn Powers moved to approve the minutes from the Tourism Committee Meeting on Monday, July 1, 2024, as presented, seconded by Cindy Galyean. Motion approved by voice vote.

Public Input

None

Consent Agenda

Shawn Powers moved to approve the consent agenda as presented, seconded by Cindy Galyean. Motion approved by voice vote.

5.1. Monthly Fund Report - June 2024

5.2. Discover Pekin Q2 SEO Report

5.3. Discover Peoria Q2 Report

New Business

6.1. Discussion on Pekin Tourism Video

Work on the Pekin Video continues. The Committee is asked to come back with ideas at the next meeting, and staff will schedule someone from Discover Peoria to attend and walk the Committee through the creative brief.

6.2. Motion to Recommend a \$5,000 Event Sponsorship to Pekin Community High School for the Women's Basketball Shootout

Shawn Powers moved to recommend a \$5,000 Event Sponsorship to PCHS for the Women's Basketball Shootout, seconded by Cindy Galyean.

PCHS Athletic Director Cole Stoner presented details on the new event stating that this sponsorship would be a jump-start for a larger event in the future. The Committee discussed if the City should be giving sponsorship dollars to another government entity. The boys basketball event is hosted by Pekin Insurance rather than the school. The Committee decided to recommend the sponsorship and let the City Council decide if they are okay with writing the check to the school.

The motion was approved by voice vote. Christine Dunn abstained.

6.3. Motion to Recommend an Event Sponsorship for Taste of Pekin

Shawn Powers moved to approve an Event Sponsor in the amount of \$1,850 plus the cost of police coverage for the Taste of Pekin, seconded by Cindy Galyean.

Pekin Main Street members Colette Willoughby and Terri Gambetti presented the expenses for the event for the nonprofit organization.

The motion was approved by voice vote. Christine Dunn abstained.

Any Other Business to Come Before the Committee

Amy McCoy and Josh Wray are working on a tourism marketing plan.

Adjourn

Cindy Galyean moved to adjourn the meeting at 5:30 p.m., seconded by Shawn Powers. Motion approved by voice vote.

General Ledger
Non General Fund
Revenue vs Expense
Detail



City Of Pekin
111 S. Capitol
Pekin, IL 61554

User: jlway@ci.pekin.il.us
Printed: 9/3/2024 12:00:19 PM
Period 01 - 03
Fiscal Year 2025

Account Number	Description	Budget	Current Month	Year to Date	Balance	% Budget
208	Tourism					
208-208-411005	Home Rule Motel Tax	375,000.00	93,423.20	93,423.20	281,576.80	24.91
	Taxes	375,000.00	93,423.20	93,423.20	281,576.80	24.91
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
	Intergovernmental	0.00	0.00	0.00	0.00	0.00
208-208-463500	Late Payment Penalty	500.00	46.08	46.08	453.92	9.22
208-208-463600	Interest Charges	250.00	9.22	9.22	240.78	3.69
	Fines And Forfeitures	750.00	55.30	55.30	694.70	7.37
208-208-490100	Interest Earnings	350.00	5,448.99	5,448.99	-5,098.99	1,556.85
	Investment Earnings	350.00	5,448.99	5,448.99	-5,098.99	1,556.85
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	2,500.00	1,000.00	1,000.00	1,500.00	40.00
208-208-499800	Miscellaneous Receipts	0.00	1,690.00	1,690.00	-1,690.00	0.00
	Other Revenue	2,500.00	2,690.00	2,690.00	-190.00	107.60
208-208-492100	Loan Proceeds	0.00	0.00	0.00	0.00	0.00
	Debt Proceeds	0.00	0.00	0.00	0.00	0.00
208-208-511600	Salary All Personnel	15,126.86	390.84	390.84	14,736.02	2.58
208-208-511601	Admin Cost Allocation	0.00	3,345.19	3,345.19	-3,345.19	0.00
208-208-515000	Overtime	0.00	0.00	0.00	0.00	0.00
208-208-515500	Vacation Pay	990.84	193.73	193.73	797.11	19.55
208-208-515600	Holiday Pay	660.56	121.78	121.78	538.78	18.44
208-208-515800	Sick Pay	396.34	47.92	47.92	348.42	12.09
208-208-516700	Wellness Program	0.00	0.00	0.00	0.00	0.00
208-208-517000	Oasdcity Share 6.2%	1,064.82	246.20	246.20	818.62	23.12
208-208-517001	Medicarecity Share 1.45%	249.03	57.71	57.71	191.32	23.17
208-208-517401	IMRF	1,119.78	267.60	267.60	852.18	23.90
208-208-518000	Group Insurance	2,184.16	912.48	912.48	1,271.68	41.78
208-208-518300	Workers Comp Insurance	0.00	0.00	0.00	0.00	0.00
	Personnel	21,792.39	5,583.45	5,583.45	16,208.94	25.62
208-208-519000	Training And Education	0.00	25.07	25.07	-25.07	0.00

Account Number	Description	Budget	Current Month	Year to Date	Balance	% Budget
	Training & Education	0.00	25.07	25.07	-25.07	0.00
208-208-520200	Office Supplies	0.00	0.00	0.00	0.00	0.00
208-208-520400	Postage	0.00	0.00	0.00	0.00	0.00
208-208-598505	Special Events	66,000.00	2,241.53	2,241.53	63,758.47	3.40
	Supplies & Materials	66,000.00	2,241.53	2,241.53	63,758.47	3.40
208-208-550300	Telephone	0.00	0.00	0.00	0.00	0.00
208-208-551600	Dues And Subscriptions	32,500.00	32,500.00	32,500.00	0.00	100.00
208-208-559900	Receivable Charge Off	0.00	0.00	0.00	0.00	0.00
208-208-560500	Consulting Services	30,000.00	4,823.80	4,823.80	25,176.20	16.08
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	0.00	432.80	432.80	-432.80	0.00
208-208-573100	Grants	25,000.00	2,979.21	2,979.21	22,020.79	11.92
208-208-583000	Loan Agreements	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
208-208-598100	Public Relations	30,000.00	4,488.27	4,488.27	25,511.73	14.96
	Contractual Services	117,500.00	45,224.08	45,224.08	72,275.92	38.49
208-208-580201	Land Improvements	30,000.00	0.00	0.00	30,000.00	0.00
	Capital Outlay	30,000.00	0.00	0.00	30,000.00	0.00
208-208-518700	Mileage	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
208-208-554200	Meals Lodging	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
208-208-597700	Sponsorships	63,750.00	57,250.00	57,250.00	6,500.00	89.80
208-208-598500	Farmer's Market Expense	0.00	0.00	0.00	0.00	0.00
208-208-599000	Miscellaneous	0.00	0.00	0.00	0.00	0.00
	Other Expenditures	63,750.00	57,250.00	57,250.00	6,500.00	89.80
208-208-590400	Interest Paid	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
	Debt Service	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
	Transfers To Other Funds	0.00	0.00	0.00	0.00	0.00
208	Tourism	79,557.61	-8,706.64	-8,706.64	88,264.25	-10.94
208	Tourism	79,557.61	-8,706.64	-8,706.64	88,264.25	-10.94
Revenue Total		378,600.00	101,617.49	101,617.49	276,982.51	26.8403
Expense Total		299,042.39	110,324.13	110,324.13	188,718.26	36.8925
Grand Total		79,557.61	-8,706.64	-8,706.64	88,264.25	-0.1094

CREATIVE PROJECT BRIEF

Client City of Pekin	Date	Project Brand Guidelines // Discover Video
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Great creative briefs are equal parts directional and inspirational without tying a team's hands. Answer all the tough questions ahead of time and you improve your chances of avoiding misunderstandings before they occur and put in place the framework for creative brilliance and strategic problem solving.

Assignment Overview // Create and produce a community-wide commercial to promote the City of Pekin and inspire folks to explore what the city has to offer.

Primary Objectives // **1)** Develop, articulate, and showcase the City of Pekin in the Discover Peoria community brand, so the municipality represents a higher standard for destinations across the country **2)** Promote the City of Pekin, attract visitors, and enhance regional economy **3)** Promote the City of Pekin through its hospitality + tourism entities.

Hospitality + Tourism Entities Include: **1)** Lodging + Accommodations **2)** Locally-owned Specialty Boutiques **3)** Admission-based Entertainment **4)** Locally-owned Food + Beverage **5)** Transportation Companies

Discover Peoria Target Markets // [View Here](#)

Primary Target Market // Promising Families

What We Know About Our Secondary Target Market // Young couples with children in starter homes living child-centered lifestyles, no-worry spenders, married with kids, status-conscious, credit-aware, comfortable lifestyles, just moved in

Head of Household Age: 36-45
Household Income: \$100k – \$124,999
Property Structure: Single Family
House Holder: Homeowner
Age of Children: 7-9
Technology Grasp: Journeymen

Secondary Target Market // Flourishing Families

What We Know About Our Secondary Target Market // Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles, affluent, charitable contributors, athletic activities, saving for college, high credit card use, family-oriented activities

Head of Household Age: 42-55
Household Income: \$125k – \$149,999
Property Structure: Single Family
House Holder: Homeowner
Age of Children: 10-12
Technology Grasp: Journeymen

CREATIVE PROJECT BRIEF

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What Should Visitors THINK, FEEL, + DO in Response to this Discovery Video //

Background + Context to the City of Pekin //

Key Locations to Emphasize in the City of Pekin Video //

Single Most Critical Point to Communicate //

Brand Personality + Tone // As a lifestyle brand, Discover Peoria takes pride in creating lasting and authentic connections with our target audience—one person at a time. Our messaging is designed to feel personal—to encourage a genuine connection and overall positive brand impression.

We love the Peoria Area. We love our communities and our assets—our locally-owned businesses, talented makers, local attractions, and community festivals. Discover Peoria is the concierge for residents and visitors in our region—we are an office of Peoria cheerleaders and hospitality ambassadors. And as such, our messaging reflects our passion and community pride.

Word-of-mouth is the most effective form of marketing—it establishes brand loyalty from a personable source; increases brand awareness, sales, and market presence; and it is the most authentic form of communication. Inspired by the persona of conversations over coffee with friends, our tone of voice is sincere, encouraging, positive, and enthusiastic.

We take pride in being unbiased and articulate, inviting and hospitable, personable and supportive, full of pride and community praise, helpful and informative, sincere and educational, well-informed, mindful, courteous, purposeful, complimentary, receptive, and community-focused.

Discover Peoria Brand Guidelines // [View Here](#)

Project Deliverables //

Same concept, cut and edited in multiple formats and versions:

DISCOVER PEORIA

CREATIVE PROJECT BRIEF

Client City of Pekin	Date	Project Brand Guidelines // Discover Video
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One (3) :30 second city-wide spot for shorts + reels (vertical)

One (1) 1-2 mins Pekin-only spot for OTT (horizontal)

Mandatories to Consider // Video must have Enjoy Illinois logo, Discover Pekin logo, Discover Peoria logo

Reference Benchmark

Examples We Love //

Destination Marketing Adverts: **1)** [San Diego](#) — great video-to-music pairing!! **2)** [Egypt](#) — love the full story with no voice over **3)** [Boston](#) — We like this one because it helps fight the current image of what Boston is (i.e. clam chowda + lobstah rolls) **4)** [Rockford: Our City, Our Story](#) — This entire series does an excellent job of telling local stories and using sound effects to enhance the mood and setting further

What Stakeholders will be involved in the Final Approval + Sign-off? //

Budget //

Timing //