



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, JULY 1, 2024 AT 5:00 PM**

Pledge of Allegiance

Call to Order

Chairperson Lelonie Luft called the meeting to order at 5:02 p.m. A quorum was established.

Members present: Lelonie Luft; Amy McCoy; Trent Reeise; Josh Wray; Shawn Powers; Mel Matthews; Emily Lambe

Approve Agenda

Josh Wray moved to approve the agenda, seconded by Shawn Powers. Motion approved by voice vote.

Approval of Minutes

4.1. Minutes from the Regular Tourism Committee Meeting on June 3, 2024

Trent Reeise moved to approve the minutes from the Tourism Committee Meeting on Monday, June 3, 2024, as presented, seconded by Amy McCoy. Motion approved by voice vote.

Public Input

Steve Bresnahan updated the Committee on this year's Super Cruise, with special guest Eddie Munster. Steve noted there will not be a bike night on Friday night due to a conflict with events in Peoria.

Consent Agenda

There was no business for the Consent Agenda.

Unfinished Business

7.1. Motion to Recommend City Code Amendment Regarding the Tourism Committee

Trent Reeise moved to approve the motion to recommend the City Code Amendment regarding the Tourism Committee, seconded by Shawn Powers. The motion was approved by voice vote.

Staff will take the recommended Code Amendment to City Council.

7.2. Motion to Approve the Publication of the Tourism Grant Application

Trent Reeise moved to approve the motion to approve the Publication of the Tourism Grant Application, seconded by Shawn Powers. The motion was approved by voice vote.

New Business

8.1. Motion to Recommend Expenditure of Tourism Funds for Tazewell County's Historical Sign Initiative

Trent Reeise moved to approve the recommendation for the expenditure of \$3,500 in Tourism Funds on Tazewell County's Historical Sign Initiative, seconded by Shawn Powers. John Ackerman had previously supplied the information at the May meeting. The motion was approved by voice vote.

Staff will take the recommended expenditure to City Council.

8.2. Motion to Recommend WGN Advertising Proposal

Trent Reeise moved to approve the recommendation for the WGN Advertising Proposal, seconded by Shawn Powers.

Amy McCoy updated the Committee on what the proposal included, and noted it didn't have to promote any particular event, but could be a general commercial for the City of Pekin.

After further discussion, Josh Wray moved to postpone the proposal until the Committee is presented with the upcoming marketing plan to avoid duplication, seconded by Trent Reeise. The motion was approved by voice vote.

8.3. Motion to Recommend Expenditure of Tourism Funds (Bicentennial Funds) in the Amount of \$2,500 for the SuperCruise Event

Trent Reeise moved to approve the recommendation for the Expenditure of \$2,500 in Tourism Funds for the SuperCruise event, seconded by Shawn Powers.

The Committee discussed what the funds would be used for. Amy McCoy noted these funds would go toward the cost of the celebrity, which is new this year.

The motion was approved by voice vote.

Staff will take this recommendation to City Council.

Any Other Business to Come Before the Committee

Amy McCoy requested that the new Tourism grant application and information be added to the Discover Pekin website.

Adjourn

Trent Reeise moved to adjourn the meeting at 5:40 p.m., seconded by Shawn Powers. Motion approved on voice vote.