



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.