



**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, MAY 4, 2026 AT 5:00 PM**

Call to Order

The Tourism Committee Meeting was called to order at 5:00 p.m. by Chairperson Melanie Matthews.

Roll Call

Present: Emily Lambe, Amy McCoy, JoElle Master, Mel Matthews, Shawn Powers, Cindy Galyean

Absent: Carrie Dewitt

A quorum was present.

Approve Agenda

Powers moved to approve the agenda as presented, seconded by McCoy. Motion approved by voice vote.

Approval of Minutes

Galyean moved to approve the Tourism Committee minutes from February 16, March 2, and March 10, 2026, seconded by Powers. Motion approved by voice vote.

3.1. Minutes from the Tourism Committee Meeting held February 16, 2026

3.2. Minutes from the Tourism Committee Meeting held March 2, 2026

3.3. Minutes from the Special Tourism Committee Meeting held March 10, 2026

Public Input

None

Reports

5.1. City Event Updates

Chairperson Matthews reported fifteen confirmed balloons for Balloon Fest this June and noted several more sponsors are needed for the event. Event posters

and sponsorship information were distributed at the meeting. Amy McCoy is working on all events and securing permits.

5.2. Discover Pekin March PPC Report

McDaniels Marketing presented its annual report. Copies were distributed prior to the meeting. Most notably, social media performance accelerated this past year, with 52,000 clicks.

New Business

6.1. Recommendation to Approve the Fiscal Year 2027 Tourism Marketing Plan with McDaniels Marketing

Powers moved to recommend the FY27 Tourism Marketing Plan renewal with McDaniels Marketing for \$62,496.00, seconded by Galyean. Motion approved by voice vote.

This item will go before City Council for approval on May 11, 2026.

6.2. Tourism Grant for Sunset Hills Best Ball Invitational

Powers moved to approve a \$1,500 sponsorship for the Sunset Hills Best Ball Tournament, seconded by McCoy.

Members of the Best Ball Committee spoke about the event and presented sponsorship opportunities. McCoy noted that it's one of the largest events in Pekin and draws people from outside the area.

Motion approved by voice vote.

Any Other Business to Come Before the Committee

McCoy reported that Pekin Day at the Peoria Chiefs is scheduled for June 4, 2026.

Adjourn

Powers moved to adjourn the meeting at 5:52 p.m., seconded by Galyean. Motion approved by voice vote.