



PEKIN
ILLINOIS EST. 1824

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**REGULAR TOURISM COMMITTEE MEETING
MONDAY, AUGUST 3, 2026
5:00 PM**

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Minutes from the Tourism Committee Meeting on July 6, 2026

4. Public Input

5. Reports

5.1. City Event Updates

6. Any Other Business to Come Before the Committee

7. 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, JULY 6, 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; Melanie Matthews

Absent: Carrie DeWitt; Shawn Powers; Cindy Galyean

A quorum was present.

Approve Agenda

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

Approval of Minutes

3.1. Minutes from the Tourism Committee Meeting on May 4, 2026

Master moved to approve the Tourism Committee minutes from May 4, 2026, seconded by McCoy. Motion approved by voice vote.

Public Input

None

Reports

5.1. City Event Updates

Chairperson Matthews reported on the Balloon Fest. Friday night's events were canceled due to weather. There is frustration and concern that this event is very dependent on the weather and volunteers. Only once was there a balloon flight in six opportunities. While there was a great turnout for this event, the Committee will re-evaluate the cost for next year.

Chairperson Matthews already has twenty food vendors for the Downtown Concert in August.

Christmas on Court will take place on December 4 from 5-8 p.m. There will be reindeer, possibly other animals, and we are looking for horse-drawn carriage rides.

5.2. Discover Pekin Search Engine Optimization (SEO) and Digital Advertising Report

Staff presented McDaniels Marketing's quarterly report. Most notably, the website showed significant improvements in organic search visibility and performance compared to a year ago, indicating the site is reaching more users through search engines.

New Business

6.1. Ideas for Landscaping / Other Contractual Services

Staff asked for the Committee's recommendations on how to allocate the \$75,000 that was left in the Tourism Fund budget for other projects. Suggestions from the Committee were greenery in pots and Christmas garland for Christmas; new signs for free parking in lots/streets; and holiday streetlight banners.

Any Other Business to Come Before the Committee

None

Adjourn

Lambe moved to adjourn the meeting at 5:35 p.m., seconded by McCoy. Motion approved by voice vote.