



**Enjoy Pekin – Tourism Committee Meeting
Tuesday, December 12th, 2017
City Hall – 4:00pm**

MINUTES

Voting Members Present: Katy Shackelford, Tony Carson, Emily Lambe, Renna Hadsall and Lelonie Luft

- 1.0 Welcome
- 2.0 Approval of November 14, 2017 Minutes. Motion made by Emily, Seconded by Tony to approve the November 14, 2017 minutes. All in favor, motion passed.
- 3.0 Hospitality
 - 3.1 Grant Applications:
 - 3.1.1 Winter Wonderland Parade: Renna made a motion to approve the grant in the amount of \$394.62, seconded by Lelonie. All in favor, motion passed.
 - 3.2 PACVB Updates: Christmas Special Wednesday, December 13, 2017. 5K Santa run was well attended. Christmas on Court had a great turnout. Weather was great. We need longer lasting T-lights for the luminaries next year. Gearing up for the new year.
 - 3.3 Pekin Chamber Updates: Have openings for the Leadership Academy starting January 11th, 2018 through March 22, 2018. Applications are available on Pekin Area Chamber of Commerce web site. Renna also passed out applications. New hours for the Leadership Academy 8:00am to 10am Tuesday and Thursday.
- 4.0 Infrastructure:
 - 4.1 Parking Wayfinding: will discuss at our January meeting.
 - 4.2 Picnic Table: installed 4 picnic tables in the 500 block of Court. We had some vandalism done to the tables so we removed the picnic tables and will re-install in the Spring.
- 5.0 Promotion:
 - 5.1 Best of Pekin Update: Very good feedback, with over 700 voting so far. Will get a list together for the top 3 and voting first 2 weeks in January. Will take to Council the second meeting in January (January 22, 2018). Will have an Awards Banquet on February 9th at the Putting' on Pekin breakfast.
 - 5.2 Enjoy Pekin featurettes: Katy working on web site with updates, broken links, etc. Would like to start a blog, 2 articles a month, 300 words starting in January. Katy to start the first one with Ice Skating at the Pekin Park Lagoon. 2nd one Katy and Emily will work on Eagle

Watching. Would like for each article to get personal accounts from Pekinites.

5.3 Social Media Report: Courtney Psinas report. Katy has on email and will send to Tourism members.

6.0 Attraction:

6.1 Special Events Coordinator: Courtney will start this position first of January 2018 as an Independent Contractor. Will bring back the Farmers Market, Friday Fest, the event before the Marigold Festival. Will utilize Friday Nights downtown. Courtney will have a budget to use for these events. Will need to get sponsorships and volunteers. All fees and the Special Event process will still apply. Working with Bruce from PACVB has been a big asset for Pekin and what will work for Pekin.

6.2 Events:

6.2.1 New: Cabela's King Cat Fishing Tournament: \$1,000 sponsorship was approved by Council for the June 16th, 2018 event. They are still out looking for Sponsorships. This could be an annual event.

6.2.2 Ongoing: Illinois Bicentennial: City of Pekin held a ceremony on Monday, December 4th out front of City Hall. We will be celebrating with activities all year long. December 3, 2018 will be our 200th year. Renna stated that there was a ceremony held at the same time at the Tazewell County Courthouse. Katy explained that all municipalities were to hold the ceremony at the same time. Jarod from the Pekin Library spoke on the 200 year history.

6.2.3 Recap: Christmas on Court: was received very well this year. Updates under the PACVB 3.2.

7.0 Other Business:

Discussion: Mid-year Recap and Goal Setting: Katy had a spreadsheet for everyone since June, 2017. Our fiscal year runs May 1 each year. Katy will present the next mid-year report before our fiscal year ends in 2018. Very informative information.

Adjourned at 4:55pm.

Next meeting – Tuesday, January 10, 2018 at 4:00, Pekin City Hall