



**Enjoy Pekin – Tourism Committee Meeting
Tuesday, November 14th, 2017
City Hall – 4:00pm**

MINUTES

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

Non-Voting Members Present: John McCabe, Mayor

Voting Members Absent: Tony Carson and Kaci/PACVB

- 1.0 Welcome
- 2.0 Approval of September 12, 2017 Minutes. Motion made by Renna, Seconded by Lelonie to approve the September 12, 2017 minutes. All in favor, motion passed.
- 3.0 Hospitality
 - 3.1 Events
 - 3.1.1 Small Business Saturday – Saturday, November 25, 2017
 - 3.1.2 Christmas on Court – Have 16 Sponsors. Flyers going out this week. Punch cards to win prizes. Carriage rides.
 - 3.2 Grant Applications:
 - 3.2.1 Pekin Area Chamber of Commerce Marigold Parade: Chamber asking for Marching Band reimbursement. Lelonie made a motion to include the Marching Band reimbursement, Seconded by Emily. All in favor, motion passed. Emily made a motion to approve the grant in the amount of \$1,000, Seconded by Lelonie. Renna abstained. All in favor, motion passed.
 - 3.2.2 Halloween Havoc Pickleball Tournament: Discussion: Did not see the invoice for the printing. Does not see this as a Tourism function. If Committee excluded the food and T-shirts, the grant would be less. Our goal is to bring people to Pekin, and the Committee felt they did bring over 60 people from out of town. Tony made a motion to include the other expenses and to approve the grant in the amount of \$177.38, Seconded by Renna. Katy called for a roll call vote; Tony – yes, Emily – yes, Renna – yes, Lelonie – no, Katy - yes. Motion passed.
 - 3.2.3 Grace UMC “See You at the Pole”: Discussion: Who is promoting this? Is there other outside agency's? They also need to fill out the correct form. Katy said we will send them

the correct form and table until December 12th, 2017 meeting.

- 3.2.4 Pekin Downtown Super Cruise 13th Annual: Emily made a motion to approve the grant in the amount of \$573.38, Seconded by LeLonie. All in favor, motion passed.

- 3.3 PACVB Updates: Preparing for Christmas on Court December 2. Plan to incorporate a scavenger hunt to encourage visitors to stop in more businesses.

- 3.4 Pekin Chamber Updates: Winter Wonderland parade is scheduled for Sunday Nov. 26 at 3 pm.

4.0 Infrastructure:

- 4.1 Downtown Wayfinding/Parking

5.0 Promotion:

- 5.1 Enjoy Pekin website: new stories, promoting the AGA Tournament.
- 5.2 Best of Pekin: Getting good feedback. Vote to nominate a business for out of town guides. Name a business that they are famous for; best gift shop, best coffee, best burger, best dessert, best salon/barbershop, etc. Brand with our logo and keep it local. Katy to put out an email to the Committee on categories and voting form. Will push out to Social Media, hoping by January. This will be a great way to promote Pekin businesses.

6.0 Attraction:

- 6.1 ID Winter Attractions in Pekin
 - 6.1.1 Send all winter festivities to Katy so she can put on the Enjoy Pekin calendar. Pekin Insurance Holiday Tournament, Winter Wonderland Parade, Ice Skating, etc.

7.0 Other Business:

Christmas Extravaganza this weekend.

Concern with Avanti's Dome Tournaments and teams staying in surrounding communities. Katy to set up a meeting with Avanti's Dome representatives.

Guidelines for Enjoy Pekin Tourism Grants and Tourism Sponsorship Guidelines. Will discuss at December meeting.

Renna made a motion to adjourn, seconded by LeLonie. All in favor, motion passed. Adjourned at 5:00pm.

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