



Pekin Visitors Bureau – Tourism Committee Meeting Tuesday September 8, City Hall – 4:00pm

Meeting Minutes

Attendees: Lelonie Luft, Darin Girdler, Emily Lambe, Kaci Osbourne, Don Welch

1.0 Tourism Grant application

- 1.1 Pekin Hospital Foundation Dash to Dusk 5K event on Friday July 10 – approved unanimously by member attendees for \$1,000 community grant
- 1.2 Pekin Main Street Farmers Market event Thursday June through September – approved unanimously by member attendees for \$257.17
- 1.3 Pekin Main Street Super Cruise event on Friday July 24 – 25 downtown Pekin – approved unanimously by member attendees for \$1,500.00
- 1.4 Pekin Main Street Outdoor Movie event on Friday June 19 on Pekin’s Riverfront events meadow – approved unanimously by member attendees for \$386.67

2.0 Tourism activities

- 2.1 Soda Pop Festival – 2016 date and activities
 - 2.1.1 Recap of festival, estimated 3,000 attendees
 - 2.1.2 Financial statement from Goldberg
 - 2.1.3 June 11 (rain date June 12) 2016 dates
 - 2.1.4 Request photos from Goldberg
- 2.2 Pekin Arts Council “PAC” – nothing to report
- 2.3 Diversity events
 - 2.3.1 Peace Pole – Friday Sept 11 at 1:30, Library Garden
 - 2.3.2 Dessert Competition – Friday October 16, event fundraiser to support annual Diversity Festival and other community diversity activities
- 2.4 Pekin Community Tourism Forum update
 - 2.4.1 20 attendees at Pekin Library Community room
 - 2.4.2 United Way kick off breakfast, Thursday Sept 24
 - 2.4.3 United Way Golf Outing, Sat October 3
 - 2.4.4 Pekin Read’s – To Kill a Mockingbird
 - 2.4.5 Dome – several ASA tournaments and community events, new website with calendar of events
 - 2.4.6 Ledgestone Disc Golf – 700 players with top athlete commenting on McNaughton park in the news

- 2.4.7 Park District Fall/Winter activity book out
- 2.4.8 Chamber Business and Community Recognition luncheon
- 2.4.9 Chamber Annual Trivia Night – Nov 15
- 2.4.10 Cosmetic Skin Center- social event Sept 10
- 2.4.11 Marigold Festival updates
- 2.4.12 Pekin Main Street – Pekin’s Got Talent and FNFF
- 2.4.13 Next meeting Thursday October 1, Papa Murphy’s delivering pizza’s

3.0 Advertisements/Public Relations

- 3.1 Enjoy Pekin Website – continued work in progress for business updates on listings
- 3.2 Enjoy Pekin Facebook – activity has increased event attendees and awareness

4.0 Tourism project planning/budget

- 4.1 Bike Trail – expansion from Allentown to Veterans in discussion along with solar lighting along the trail
- 4.2 First Friday – coordination with surrounding communities
 - 4.2.1 Schedule site visits to Manito, Delavan, Tremont, etc to connect into our First Fridays
 - 4.2.2 Music in the greenspace
- 4.3 Bike Racks – contacted company that fabricated bike racks for IL River Road Scenic Byway, still have 20 available
 - 4.3.1 Add bike racks throughout downtown lots, bus stop and interested businesses

5 Other business

- PACVB updates – Don Welch
 - InfoTouch Screens – searchable Pekin and regional information for events, restaurants, activities and advertisement opportunities. Add Avanti’s Dome as potential site
 - Strategic Plan:
 - Awareness of PACVB, 8 counties
 - Increase PCC bookings (consultant)
 - Destination enhancement
 - Budget and funding structure
- Scenic Byway updates – upcoming informational meetings on the mission and discussion on collaboration for organization/entity to house the Scenic Byway.

Next meeting – Tuesday October 13, City Hall