



**Pekin Visitors Bureau - Tourism
Committee Meeting
Tuesday, October 13, 2015
4:00pm, City Hall
Meeting Minutes**

- 1.0 Tourism Grant applications
 - 1.1 Pekin Academy of Fine Arts Sept. First Friday – Motion made by Kaci to approve the grant in the amount of \$54.96, seconded by Charlotte, motion carried.
 - 1.2 Pekin Academy of Fine Arts Art Market – Motion made by Kaci to approve the grant in the amount of \$83.33, seconded by Charlotte, motion carried.
 - 1.3 YWCA Keys for a Cause Fundraiser Event – Motion made by Charlotte to approve the grant in the amount of \$1000.00, seconded by Darin. Motion carried.
 - 1.4 Grace United Methodist Church: See You at the Pole Youth Concert – Motion made by Darin to approve the grant in the amount of \$596.18, seconded by Charlotte. Motion carried.
 - 1.5 Pekin Academy of Fine Arts First Friday, October 1st – Motion made by Charlotte to approve the grant in the amount of \$50.00, seconded by Darin. Motion carried

- 2.0 Tourism activities
 - 2.1 Soda Pop Festival – June 11 2016 date (rain date of June 12)
 - 2.2 Pekin Arts Council “PAC” – upcoming meeting – Shannon Cox attended the Illinois Arts Council State of the Arts in McLean County. She made lots of great contacts.
 - 2.3 Diversity Events
 - 2.3.1 Peace Pole – Friday, September 11th at 3:30pm-Library – Excellent turn-out
 - 2.3.2 Dessert Competition – Friday, October 16 – Speakeasy 7pm to 9pm. Have 12 Chef’s, wine wall, and a fundraiser prize wall.
 - 2.4 Pekin Community Tourism Forum update – met at the YWCA and Papa Murphy brought in Pizza. Had several new attendee’s; U of I Extension, Josiah Williams with Congresswoman Bustos office, and Facet Computers. Discussed the Canoe Trail, Pekin to Henry. The Sportsman Alliance Group received a grant from Illinois American Water. A bench and sign were purchased and

will be put up by the bike trail. Ribbon cutting will be October 29th at 11:00am. More information to follow. Small Business Saturday will be November 28th. City of Pekin will be involved and the Mayor will have a Proclamation. Calling this "Shop Small Campaign". Puttin on Pekin was held on October 9th at the Speakeasy, the program was Adults with Disabilities. Night Out Against Crime will be held on October 22nd from 6pm-8pm at Avanti's Dome. Avanti's Dome is booked through April for weekend tournaments. First Fridays – Both Kiwanis Groups are having a "Trip Trot Tea" on October 27th from 5:30pm to 7:30pm, will include a 5k run/walk and golf outing and will hand out their Grant checks that Kiwanis supports.

2.4.1 Next meeting Thursday, November 12th

2.5 Pekin Public Library Grand Opening – Saturday, November 14th

3.0 Advertisements/Public Relations

- 3.1 Enjoy Pekin Website and Facebook – still posting on our web sites, plus the City of Pekin Facebook page
- 3.2 PCHS Winter and Holiday Tournament – approved ad for \$300 for a quarter of a page; has our city logo and enjoy pekin logo.
- 3.3 Enjoy Peoria experience guide – next year will include specific areas in Pekin; possibly down by riverfront for places to take "Selfies". Highlight areas in Pekin, have free activities, etc.

4.0 Tourism strategic planning/budget

4.1 Bike Trail

4.1.1 Tri-County regional bike forum – will be meeting with them on plans; maps, existing trails, bike safety awareness, street assessment, etc.

4.1.2 Farnsworth – possible funding available to help with certain activities, lighting on bike paths, and to help offset energy costs – this is still in the works

4.2 First Friday – coordination with surrounding communities. Shannon Cox will take a break for the First Fridays over winter; January, February and March. Will be meeting with the smaller communities and see what opportunities there are in their communities and possibly do the bus loop that way.

4.3 Bike Racks – looking at installing a few bike racks around town

4.4 Canoe Trail – Ribbon Cutting for October 29th at 11:00am – more information coming regarding place.

5.0 Other Business

5.1 PACVB updates – working on their strategic plan. New Destination Committee. Discuss bike trails, bike racks, bike rental program, chess and checker tables, and message boards for a few locations yet to be determined. Looking into "Fit

Trails"; work out along the bike trails, for example; stair steps, pull up bars, etc. See if Park District would be interested.

- 5.2 Scenic Byway updates – sort of at a standstill with meeting and committee members. No state funding available. May partner with other groups.
- 5.3 National Philanthropy Day Awards luncheon on November 4th at 11am at the Paradise Hotel. Interested let Leigh Ann know.

Next meeting – Tuesday, November 10th, 2015 at 4:00pm, City Hall