



Enjoy Pekin – Tourism Committee Minutes Tuesday December 8th, City Hall – 4:00pm

Present: Leigh Ann, Darin, Charlotte, and Kaci
Absent: Emily and Lelonie

- 1.0 Tourism Grant application
 - 1.1 Pekin Main Street – FNFF event – waiting on grant application
 - 1.2 Small Town America Tour – Grace United Methodist – Members present voted Aye, sent email for members absent to approve the grant in the amount of \$1,500, all responded Aye.
 - 1.3 Pekin Academy of Fine Arts-December First Friday/Christmas on Court – Members present voted Aye, sent email vote to members absent to approve the grant in the amount of \$97.39 all responded Aye.
 - 1.4 Pekin Academy of Fine Arts-November First Friday Entertainment, Members present voted Aye, sent email for members absent to approve the grant in the amount of \$100.00, all responded Aye.

- 2.0 Tourism activities
 - 2.1 Wind Symphony – reached out to a few people that were involved in 2009 along with a few with music connections for interest in hosting and helping for 2016. Will be organizing a meeting with Director Boudreau later this month to meet with interested hosts. The date they have is July 16th, 2016 and would be here for 3 days.
 - 2.2 Diversity committee and events – 2016 planning will begin in January
 - 2.3 Pekin Community Tourism Forum update – Pekin Hospital hosted. Discussed Bike Trail Initiative. Pekin Park District will be having a Job Fair December 30th for summer employment. Winter Wonderland activities are still going on. Holiday Inn Express numbers are up. Pekin Hospital received a big donation for "Cradle Cribs". Papa John's Pizza has an ongoing 40% off and donates 10% to the Pekin Hospital Foundation. Haven't received all the numbers yet from Shop Small.
 - 2.3.1 Next meeting Thursday Jan 7
 - 2.3.2 Bridges Out of Poverty – Pamela to give brief presentation in conjunction with Kiwanis at St. Paul's

Church from noon to 1pm at the meeting on January 7th while 1000 snack packs are assembled for District 108 schools.

3.0 Advertisements/Public Relations

- 3.1 Downtown Art, mural project – allocate Tourism funds, still have money in the budget. We have 4 business owners interested for their buildings. Pekin Academy of Fine Arts will help coordinate. Draft Mural Code has been submitted to planning and zoning from Peoria's code, then on to Council in January for code and approval to expend tourism dollars for project. Artist's Doug and Eileen Leunig presentation to council.
- 3.2 Enjoy Pekin Website & Facebook – all updates continue
- 3.3 LivePekin initiative – Greater Peoria EDC; Welcome letter from Mayor, brochures, materials, new videos, packet for newcomers to share experience and live Pekin. This information can be shared with recruiters, HR Directors and Real Estate brokers along with business prospects.

4.0 Tourism project planning/budget

- 4.1 BikePekin – held a meeting in November, excellent turnout; will have a followup meeting in December. Federal dollars and iTAP funding available. Releasing next round of iTAP grants; deadline for application is January 4th. 80/20 split for bike trail/multi-use path engineering and design for extension from Allentown to Veterans.
 - 4.1.1 Tri-County regional grant application - Met today with Pekin Park District, Pekin Insurance, and Avanti's Dome, looking at the Allentown to Veteran's Drive extension.
 - 4.1.2 Bike Trail extension-Will need to set the alignment, then engineering phase then onto the construction phase.
 - 4.1.3 BikePekin Forum – Recreational bikers, bike enthusiast, bike transportation and bike enthusiast meeting to discuss "Bike Pekin" for educational programs and events, bike racks, bike routes and opportunities to support cyclist. Next meeting Dec 17, downtown Pekin
 - 4.1.4 Bike Racks & Pedestrian crossings – 2 bike racks for down at the Riverfront in partnership with IL River Road to be installed. Looking at other locations for additional racks and enhancing pedestrian crossings downtown and along Broadway from the Park.
- 4.2 ExperiencePekin
 - 4.2.1 Cultural Downtown Forum – Group of about 15 downtown business owners and attendee's met last Thursday. Discussed marketing brochures that will be developed to share at all downtown businesses, hotels, restaurants and Avanti's Dome. Also discussed other

workshops to host for business owners, connecting to First Friday and other marketing opportunities.

4.2.1.1 First Friday – Continues but will launch with a grand opening in April 2016

5 Other business

- PACVB updates – new website goes live Friday. Putting together the Experience Guide, working on the Pekin Community page, and took some pictures of Maurie's and Double D's. Pekin has ½ page ad along with Explore Pekin page to share a day of fun in Pekin.
- Scenic Byway updates –Peoria Next meeting next Wednesday from 10am to 1pm.
- Information on DMAI Event Impact Calculator from the PACVB, can email this out to members.

Next meeting – Tuesday January 12 at 4:00, Pekin City Hall