



## **Enjoy Pekin – Tourism Committee Minutes Tuesday, January 12, City Hall – 4:00pm**

Present: Leigh Ann, Mayor McCabe, Charlotte, and Emily  
Absent: Lelonie and Kaci

- 1.0 Tourism Grant application
  - 1.1 Parkside Athletics Fall Pickleball Tournament: Members present voted Aye, will notify members absent for approval of the grant in the amount of \$99.97, all responded (absent members voted at Feb 9<sup>th</sup> meeting)
  - 1.2 United Way Holiday Tour of Homes: Members present voted Aye, will notify members absent for approval of the grant in the amount of \$146.87, all responded (absent members voted at Feb 9<sup>th</sup> meeting)
  - 1.3 Pekin Main Street Friday Night Family Fest: Members present voted Aye, will notify members absent for approval of the grant in the amount of \$1,000, all responded (absent members voted at Feb 9<sup>th</sup> meeting)
  
- 2.0 Tourism activities
  - 2.1 Wind Symphony: Next meeting will be held on January 19<sup>th</sup>. They are proposing a July 16<sup>th</sup>, 2016 date. \$25 thousand to have them here 3 days. Will contact community leaders to see if there is an interest in creating a steering committee to organize and host the symphony along with Dist. 303 and Dist. 108 for the art and music community/student opportunities.
  - 2.2 Diversity committee and events, Jan 12 meeting cancelled. Next meeting will be January 27<sup>th</sup> at C.J.'s at 7:30am.
    - 2.2.1 Diversity Festival, Sat May 14<sup>th</sup> Downtown Pekin
  - 2.3 Pekin Community Tourism Forum update
    - 2.3.1 Next meeting Thursday February 4<sup>th</sup> : Meeting place to be announced.
  - 2.4 Pekin Park District events: Peoria Area Frisbee Club will be having a Disc Golf Tournament in April and August; April will have 200 attendee's and be a two-day event; August will have 400 attendee's and be a three-day event.

### 3.0 Advertisements/Public Relations

- 3.1 Downtown Art – mural project – We would need to add to our City Code pertaining to Mural Ordinance. Ron Sieh will hold an informal discussion on this at the Pekin Planning Commission meeting on January 13<sup>th</sup>. Once approved for recommendation from Planning Commission it would then go before City Council to approve. A follow-up proposal to City Council to issue \$2,500 out of our Tourism (hotel/motel tax) funds to support launching the project in Pekin. We have 5 business owners interested to hang the murals on the side of their buildings. We could organize festivals and other art activities to help and boost 1<sup>st</sup> Fridays.
- 3.2 PCHS Sports program ad: Approved ad for the Spring, Summer, program that was budgeted in hotel/motel fund.
- 3.3 LivePekin initiative: Greater Peoria EDC is launching a similar program. This would be just Pekin. Updated video's, share on our web site/Facebook page and print materials for employers to use during recruitment efforts and businesses to share. We could have a welcoming committee to offer information to new residents.
- 3.4 PACVB Experience Guide: Going to print soon. They revamped the City of Pekin's page; looks great.

### 4.0 Tourism project planning/budget

#### 4.1 BikePekin

- 4.1.1 Multi-Use Bike Path: iTAP grant for extension: Submitted 3 letters of support and asked for \$36K. Waiting to hear if our grant application was accepted.
- 4.1.2 BikePekin Forum: Meeting on Thursday, January 14<sup>th</sup>. We have some new attendee's to bring new ideas to the meetings.
- 4.1.3 Bike Racks & Pedestrian crossings: Existing Pedestrian Crossings downtown need painted and add stripes in-between (ladder design) will be discussed at Traffic Safety. Consider alleyways downtown and improve the crossings there as many downtown businesses use their entrance in the alley. Bike Forum group giving input on bike rack locations and pricing cost.

#### 4.2 Experience Pekin

- 4.2.1 Cultural Downtown Forum: Group of downtown merchants. Met once so far; next meeting is January 25<sup>th</sup>.
  - 4.2.1.1 First Friday: Engaging other businesses downtown to participate and have the next 3 First Friday's books with artists and entertainment

- 4.2.2 Supporting the Arts: Pekin Academy of Fine Arts: Shannon Cox and Leigh Ann Brown met last Friday with Doug Johnson, Executive Director McLean County Arts Center and Jennifer Gordon, Arts Partners Director to understand regional, State and Federal support and resource for Arts and Culture, structure of their organizations and missions. Discussed what's going on in Pekin and how to continue building the arts and culture activities along with sustainability for Pekin Academy of Fine Arts.
- 4.2.3 Avanti's Dome upcoming tournaments: Avanti's Dome calendar is booked most weekends with tournaments, many ASA tournaments. Avanti's Dome is putting together data on 2015 impacts, upcoming tournaments and events, future tournaments to bid on and enhancements to support other sports at the Dome. This information will be presented to City Council
- 4.2.4 IHSA: Dave Defrates and Don Welch with the March Madness Steering Committee shared an excellent presentation to City Council at the Monday, January 11<sup>th</sup> Council Meeting. Leigh Ann will present to Council at the next meeting as a follow-up with the sponsorship request for approval to issue IHSA a check for \$5,000 out of our Hotel/Motel Tax revenue funds.

## 5 Other business

- PACVB updates: Meeting next month. Kaci is out of town for work.
- Scenic Byway updates: Consultant hired to form a mission statement and strategic plan. Plan approved by the board.
- Charlotte asked what happened to the Peoria Arts Guild in Peoria. Possibly see if they are open to come here to Pekin.

Next meeting – Tuesday February 9<sup>th</sup> at 4:00, Pekin City Hall