



Enjoy Pekin – Tourism Committee Minutes Tuesday February 9th, City Hall – 4:00pm

MINUTES

Review of last month's meeting grant application and meeting minutes for approval due to a few members unavailable to attend. All grants were approved. Reference meeting minutes from January 12th, 2016.

Present: Leigh Ann, Charlotte, Emily, LeLonie, Kaci, and Mayor McCabe

Review and approval of grant applications from Jan 12 meeting for final vote:

Parkside Athletics Fall Pickleball Tournament, \$99.96

United Way Holiday Tour of Homes, \$146.87

Pekin Main Street Friday Night Family Fest, \$1,000.00

(See meeting minutes of Jan 12 for further details)

1.0 Tourism Grant application

- 1.1 First Friday's Grant Application: Members voted Aye to approve the grant in the amount of \$191.35.

2.0 Tourism activities

- 2.1 LedgeStone Disc Golf Tournament: Kick off is in Pekin; 1200+ players with a purse of \$150K. Sunset Hills Golf Course, McNaughton Park, two parks in Peoria, a park in Morton and Eureka. This will be a 4-day event. There will be a presentation on the February 22nd City Council Meeting requesting sponsorship of \$10,000 from the Hotel/Motel tax revenue fund. Other communities sponsor this program.
- 2.2 Craft Soda Festival Tour – Sat June 11th with a rain date of June 12th; negotiated contract with Jay Goldberg. Will discuss more on the April Tourism meeting with Jay Goldberg attending meeting.
- 2.3 Wind Symphony: They would like to be here July 16th. Will need help to promote and get funding. We can reach out to other communities, get marketing help with the Peoria Area Convention and Visitor's Bureau. More discussion is needed. Email was sent to District 108 and 303 along with additional music and art teachers for interest in the event for youth to participate in art and music opportunities hosted by the Wind Symphony.
- 2.4 Diversity committee and events, Feb 10 meeting
 - 2.4.1 Diversity Festival, Sat May 14th; host most outside, big tents and a stage on the street
- 2.5 Pekin Community Tourism Forum update – last meeting was at Holiday Inn Express.

- 2.5.1 Next meeting Thursday, March 3rd: Derby Days will be on Mother's Day weekend. Amanda Brown with the Chamber will be taking the lead on this. Pekin Hospital Foundation 3rd Annual Clay Shoot Friday April 22 and Beer, Wine & Spirits for event on March 11, 5-8 at Pekin Country Club. Several upcoming tournaments at the Avanti's Dome and Hunting/Fishing show that has been hosted in the region will be at the Dome this year, July 23 & 24. Junior Achievement has expanded to another school in Pekin with volunteer opportunities and shared "MakeYourselfGP" website for career pathway information and guidance for parents, students and educators.
- 2.6 Pekin Park District events: Added on to the Miller Center (wood working shop) courtesy of Mr. Charlie Thomas. March to hold a Pickle ball Tournament. 50 + games scheduled for the Pekin Park District this year. Saturday, May 7th a "Run A Muc" Muddy Run for 3-16 year olds on May 7th. Concorde Inn, Holiday Inn, Pekin Paintball and the Park District to team up for "Stay N Play" packages.
- 3.0 Advertisements/Public Relations
 - 3.1 Downtown Art – mural project: On the Pekin Planning Commission meeting of February 10th to update the City Code.
 - 3.2 LivePekin initiative – Meeting Friday, February 12th at ICC South Campus for Business Directors and Human Resource Directors for recruitment opportunities.
 - 3.3 PACVB Experience Guide – ready for distribution, will begin delivery on Friday February 12.
- 4.0 Tourism project planning/budget
 - 4.1 BikePekin – Meeting in the next week or two at 5pm.
 - 4.1.1 BikePekin Forum – Family focus – cycle Pekin. Kiwanis Club will be holding a Bike Rodeo. Rotary Club of Pekin will have a Book it Program. Little Ades would be the repair station.
 - 4.1.2 Bike Racks & Pedestrian crossings: Install up to 20 bike racks, enhance and paint the crosswalks Broadway down to 2nd Street. Have a Family Ride, schedule a couple of events to go along with the ride. Have a Bike Leader, stop in to the local shops. Could have a Historical Ride, many possibilities.
 - 4.2 ExperiencePekin: Led by Shannon Cox
 - 4.2.1 Cultural Downtown Forum
 - 4.2.1.1 First Friday: Put on Facebook listing all downtown merchant participants. Have "host" families to help get citizens to come downtown. Host families would bring up to 10 guest with them.
 - 4.2.2 Supporting the Arts: Pekin Academy of Fine Arts; City Council approved supporting Pekin Academy of Fine Arts for \$5,000 from our Hotel/Motel tax revenue funds.
 - 4.2.3 Avanti's Dome upcoming tournaments: July 23rd & 24th Hunting and Fishing Show. Waiting for more information on tournaments.

5 Other business

- PACVB updates: Adding 4 bike racks (bike rental program); Rock Island Trail connect to Peoria. Bike Peoria –working with them on this program; \$9K rack of 5 bikes-bike rental programs. Sponsorships; could adjust to your needs – can paint your business color; example yellow for Caterpillar. You can put advertisements on them as well. Also working on enhancing the awareness and next steps for the newly launch canoe “water trail” that includes Pekin as a stop.
- Scenic Byway updates: Board meeting on Thursday Feb 25. Received notice for \$5,000 dues that will be included in Hotel/Motel tax revenue budget for 2016.

Next meeting – Tuesday March 8th at 4:00, Pekin City Hall