



## **Enjoy Pekin – Tourism Committee Minutes Tuesday March 8<sup>th</sup>, City Hall – 4:00pm**

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

- 1.0 Tourism Grant application
  - 1.1 Pekin Insurance Holiday Basketball Tournament Grant Application: Members voted Aye to approve grant in the amount of \$4,243.98. Email vote from absent members voting Aye. Tournament had 2,000 non-residents plus 15 visiting teams in town for 3 days. 34 room nights at 3 Pekin hotels and detailed Pekin information on [www.holidaytournament.com](http://www.holidaytournament.com) website.
- 2.0 Tourism activities
  - 2.1 Ledgestone Disc Golf Tournament: This will be back on the March 14<sup>th</sup> Agenda as unfinished business. There was a mix-up with the motion – so just a formality to have a clear approval from City Council.
  - 2.2 Craft Soda Festival Tour – Sat June 11: Jay Goldberg to be at the April Tourism meeting.
  - 2.3 Wind Symphony: Hasn't been much interest of getting a steering committee together. Will call Mr. Bordeaux to discuss further and a timeline.
  - 2.4 Diversity committee and events, March 9<sup>th</sup> meeting
    - 2.4.1 Diversity Festival, Sat May 14<sup>th</sup> : 6 performers booked, possibly rent a tent for outside. Budgeted \$1,000 out of our Hotel/Motel tax dollars.
  - 2.5 Pekin Community Tourism Forum update: Shared the Pekin Police Department's Nixel program. Avanti's Dome is booked solid with Tournaments for the coming months and filling up through Summer. Pekin Park is hosting a Run a Muck on May 7<sup>th</sup> and an Easter Egg hunt/breakfast at McNaughton Park. March Madness is coming up; tickets that we received was given to the Pekin Boys and Girls Club so they can share with families that otherwise wouldn't be able to afford to go. Lori Cavitt with PAL will hold an HR Forum/discussion group during the lunch hour once a month on how to help promote Pekin with videos/brochures then to present to larger companies.
    - 2.5.1 Next meeting Thursday April 7<sup>th</sup>
  - 2.6 Pekin Park District events – new event Run a Muck – May 7<sup>th</sup> at Pekin Park District. Pickerball Tournament to be announced.

- 3.0 Advertisements/Public Relations
  - 3.1 Downtown Art – mural project: Back to Planning Commission on April 13<sup>th</sup> with updated documents and then onto the last City Council meeting in April for final approval.
  - 3.2 LivePekin initiative – LiveGP site launching soon will have a specific page on Pekin and information on each section that will include Pekin entities. Website will be <http://www.livegp.org/>
  
- 4.0 Tourism project planning/budget
  - 4.1 BikePekin
    - 4.1.1 BikePekin Forum, next meeting Thursday March 10<sup>th</sup>: 5:00-6:30pm at 405 Court Street. Pekin Kiwanis Club will hold a Bike Rodeo in conjunction with several other public safety entities on Sat May 14<sup>th</sup> in the Pekin Park. Did not make the cut for the grant from Tri-County for the engineering phase. There are other opportunities that we will explore to apply for funding. We have add matching dollars to our proposed budget which would give us better chance to receive grants.
    - 4.1.2 Bike Racks & Pedestrian crossings: waiting on estimates for bike racks for downtown. Could locate in front of businesses /bike friendly; could put their business on the map, etc. plans to connect to Bike Peoria. Scheduled for painting the crosswalks this spring.
  
- 5 Other business
  - PACVB updates: Bike Connect Share program; utilize 5 surrounding communities; 10 bikes/5 racks approximately \$18,000. Looking for grant options or sponsorships to cover cost. Zagster is the company that provides the bikes, stations, app program and insurance. They partner with local bike shop or bike groups for other management portions, the rental money goes to the local group/entity. March Madness to start soon. Mardi Gras in May; Bands, Performers, Artist, food vendors and lots of beads. Water Street will be shut down. Also a 5K run that morning.
  - Scenic Byway updates: meeting cancelled due to weather.
  - Tazewell County Historical Society – \$25.00 membership fees due to support Tazewell County Museum especially with location in Pekin. Kaci made a motion to approve the membership fee, seconded by Emily. Email to go out to get absent members approval, all approved. The IBI magazine – Leigh Ann to write an article regarding downtown development for upcoming issue and shared opportunity to non-profits if they'd like to submit an article for the June issue.

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