

**MINUTES OF A MEETING OF THE PROGRAMMING COMMITTEE OF THE PLEASURE DRIVEWAY AND PARK DISTRICT OF PEORIA, HELD AT 2:30 P.M., THURSDAY, APRIL 4, 2024 AT THE NOBLE CENTER FOR PARK DISTRICT ADMINISTRATION, 1125 WEST LAKE AVENUE, PEORIA, ILLINOIS**

**MEMBERS PRESENT:** Trustee and Chair Joyce Harant, Trustee and Vice Chair Steve Montez, and Executive Director Emily Cahill

**MEMBERS ABSENT:** None

**TRUSTEES PRESENT:** Trustees Laurie Covington (v), Joyce Harant, and Steve Montez (v) = Attended Virtually

**STAFF PRESENT:** Executive Director Emily Cahill, Brent Wheeler, Nick Conrad, Scott Loftus, and Assistant Secretary Amber Eash

**OTHERS PRESENT:** Collin Schopp of WCBU Radio

**1. CALL TO ORDER**

Trustee Harant presided and called the meeting to order at 2:35 pm.

**2. ROLL CALL**

**3. MOTION TO PERMIT COMMITTEE MEMBER TO ATTEND MEETING ELECTRONICALLY**

No request to attend meeting electronically was received.

**4. MINUTES**

**4.A. Approval of Minutes of March 21, 2024 Programming Committee Meeting**

Trustee Montez MOVED TO APPROVE the minutes of the March 21, 2024 Programming Committee meeting. Motion seconded by Executive Director Cahill and carried on a unanimous aye of those present.

**5. NEW BUSINESS**

None at this time.

**6. PENDING BUSINESS**

**6.A. Continuation of Third of July Discussion**

Executive Director Cahill stated that staff would like to know what exactly is expected from staff at this point. Since the vote, there have been three conversations at the Board level about 3<sup>rd</sup> of July. As such, she would like to work together today to focus on expectations as currently, those expectations are not clear.

Executive Director Cahill stated that it is agreed that the District wants to do something this year on 3<sup>rd</sup> of July in Glen Oak Park that honors that tradition, in addition, staff will hold some other event this year in addition to the 3<sup>rd</sup> of July. As such, what would the other event be about and what does the District offer the community in 2024, given the language of the motion and the vote that said something should be held on 3<sup>rd</sup> of July but with no fireworks. The offering should not feel like a take-away from the community and what is the secondary opportunity that helps show the District's commitment to the East Bluff.

Trustee Harant stated that she wants to have a meeting with the East Bluff stakeholders to talk about 3<sup>rd</sup> of July and another event if held this year, i.e., a Founder's Day celebration event.

Executive Director Cahill stated that staff would like to know the target audience that the District is focusing on for the 3<sup>rd</sup> of July event and Glen Oak Park birthday party (Founder's Day). Who the target audience is will impact the time of day an event is held and its offerings. Once the "who" is determined, the what, when and how can be better identified.

Trustee Harant stated that it is the Programming Committee's responsibility to approve the next steps for the 3<sup>rd</sup> of July event and therefore, does not need to go to full Board for approval. It will be reported on at the next Board meeting and once today's minutes are approved, they will be provided to the full Board for review and discussion.

Through robust discussion by those in attendance, the following was agreed upon and consensus given to staff:

Wednesday, July 3, 2024

Target Audience(s): Families with children, especially those who live in the East Bluff and North Valley, as well as kids in summer camps, especially those in East Bluff and North Valley, as well as PPD camps.

When: 10am to 3pm

What: Activities to include food and music and entertainment in green space in the upper park, as well as discounted/free access to Zoo and PlayHouse. The District will assess the viability of complimentary lunch for participants.

Budget: \$6,000 to \$8,000

Saturday, September 7, 2024

Target Audience(s): Families with children AND Middle School/High School students AND residents of the East Bluff and North Valley

When: 12 noon to 7pm

What: Activities that celebrate East Bluff and North Valley history and traditions, as well as their businesses. The event could also include a performance by the Peoria Municipal Band.

Budget: \$15,000 to \$18,000

The group also agreed that \$3,000 to \$5,000 should be allocated to marketing and promotion of the event schedule and the value of Glen Oak Park in 2024.

Trustee Montez MOVED to proceed with the structure and time of day for the 3<sup>rd</sup> of July daytime event and birthday party on September 7 as noted and agreed upon. Motion seconded by Executive Director Cahill and carried on a unanimous aye of those present.

**7. OTHER BUSINESS**

None noted at this time.

**8. ACTION ITEMS REVIEW**

None noted at this time.

**9. ADJOURNMENT**

At 4:00 pm, Trustee Harant MOVED TO ADJOURN. Motion seconded by Executive Director Cahill and carried on a unanimous aye of those present.