



Bet on Q Committee

Tuesday, June 17, 2025

730 Maine, City Hall, council chambers, Quincy, Illinois 62301

MINUTES

Attendance

Members Present: Blake Scheer (chair), Dan Brink (mayor's office), Jake Reed (alderman), Holly Cain, Erica Shupe, Lora Marcolla, Teri Zanger, Bill Terlisner, Jason Parrott (non-voting).

Members Absent: Pattie Paxton.

City Staff: Jason Parrott

Scheer calls the meeting to order at 4 p.m.

Parrott explains to the commission that minutes from recent meetings are not yet available because he has been shorthanded in his department. He provides a financial update, mentioning that he reached out to the Texas-based company that was recently awarded a \$3,500 grant. He said company officials "love bringing events" to Quincy. The grant is contingent on reauthorization by the City Council, scheduled for June 30, and the company is aware of this requirement. Parrott explains that the city budget has \$150,000 set aside for Bet on Q, and the \$3,500 is the first portion of that funding.

The District has applied for funding, and Scheer says he is abstaining because he is the vice-chair for the District. Parrott says the District's proposed budget was emailed to the group, and Brianna Rivera, who was supposed to attend, is ill and asked Parrott to share her remarks. Rivera addresses a concern that the District receives SSA funds, which she clarifies are used to cover basic operational costs and not event production. She says the District doesn't have the money to go toward event production of a street dance, which is why it is requesting the Bet on Q grant for the District Street Concert on Aug. 16. A high-energy band with a strong following is being booked, and the District is marketing to cities within a 2-to-3-hour radius. Rivera expects an uptick in overnight stays, and because the event takes place at night, she expects plenty of traffic in local restaurants and bars.

Brink then asks for any discussion about the application. Terlisner questions the neutrality of the venue, noting that the district will sell tickets and asking if other vendors can participate. Parrott explains the committee's definition of a neutral venue, suggesting that the event could be considered semi-neutral. If an event is at a specific location, that event would not be considered at a neutral location. Parrott says the registration form doesn't ask which vendors, if any, are coming in. Scheer clarifies that the District historically includes outside vendors to increase visibility, allowing other businesses to sell products.

Brink asks how much hotel/motel/food/beverage tax will be generated from the event. Scheer believes Sixth Street is a neutral site because it's walkable with other destinations nearby, creating a "domino effect." Terlisner asks why he could walk around downtown with a beer he bought at Quincy Brewing

Company, but he can't bring his own beer in a cooler. He says if you can't carry liquor out of Whiskey Guy Wine Gal, but you can from Quincy Brewing Company, that gives a monopoly to Quincy Brewing Company for the street concert event.

Shupe says the District doesn't have a liquor license and that any alcohol sales for the street concert will be handled by a third party. She says when people bring their businesses downtown for Maker's Market that it hurts all the people who paid for the Sixth Street improvements. She said many downtown businesses were upset with the Maker's Market, but "that's whole other conversation."

Brink suggests taking points off for the neutrality of the venue because it's a District event held in the District, but he doesn't believe it will affect the event's score. He looked at budgeted alcohol sales figures of \$30,000 out of the total projected revenues of \$55,000 and said if the commission approves the street concert for \$5,000, "they're going to make significant money off of this event, and we hope they do." If that happens, Brink said the District shouldn't be coming back for a grant next year.

Reed makes a motion to grant the full \$5,000 requested. Motion is seconded and unanimously passes.

Parrott and Shupe discuss adjusting the application to include more detailed information about vendor inclusion and business impact. Parrott said the application was adjusted in previous years to fit into a one-page form because applicants thought it was too long.

With no public comment and no further discussion, the meeting adjourned.

David Adam
Community Planner and Developer
Commission Secretary
City of Quincy