

ALGOMA TOURISM AND PROMOTION COMMITTEE MINUTES
December 13, 2011 at the CHAMBER

The Tourism and Promotion Committee convened on December 13, 2011 at 1:30 PM.

Present: Lee Haasch, Pam Ritchie, Margo Rouse, Kristine Ruehl, Bruce Charles, Brad Schmiling

Absent: RJ Weber

Also Present: Scott Osborne

Motion, Margo, 2nd Bruce to accept agenda. Carried

Motion, Margo, 2nd Pam to approve November minutes. Carried

Pam Submitted financial report for review. Discussion.

Motion, Lee, 2nd Kristine to approve financial report. Carried.

Pam presented the Burnham Richards design of the Friendly Algoma cover that the chamber board cheerfully approved, with the request that they at least work a lighthouse picture into the design. Brad felt that would be no problem. New cover carries our new branding theme and is a fresh new look to the piece.

Brad started discussion on requests for beach cleaning funds from committee. Also brought up was continued funding for concerts in the park. Lee brought up that the beach is a city park and applauded the efforts, but noted that our directive is to “market” the city, not pay for maintenance of parks. The same for concerts in the park, in the past they have not shown that funds went towards marketing event, thus we should not “fund the bands”. Discussion followed and committee agreed to strike each from 2012 budget.

Midwest Outdoors print ads. Lee requested that we continue ads in this publication. Midwest Outdoors is publishing a nice article on Algoma that will run in February issue and go to shows. Pam noted that each time ad ran in the past, we got noticeable response from ads. It was also felt that we were getting lots of extra attention from this publication and company. Motion Lee, 2nd Margo to spend \$1500 on ads in publication. Carried.

Budget discussion. Brad noted that his estimate for Burnham Richards was not right and needed to be revised. Discussion on line items in budget. Discussion on Greater Green Bay Convention and Visitor Bureau. Brad noted that Burnham Richards felt it was a good money spent. Lee noted he felt that this committee was doing very positive things and was confident that we could do better, but also noted that turnover of committee members made it difficult to keep continuity of ideas. Budget will be finalized next month.

Discussion on members going off and new members. Margo will be leaving as lodging rep. and Scott Osborne will be taking her place. Thank you to Margo and Welcome Scott. Lee to revise list of members with terms dates.

Next scheduled meeting is January 10, 2012 at the Chamber.

Motion Mago, 2nd Scott to adjourn. Meeting ended at 3:00 PM