

ALGOMA TOURISM AND PROMOTION COMMISSION MINUTES

January 21, 2019 - City Hall at 1:30 PM

The meeting was called to order by Lee Haasch at 1:30 PM at City Hall.

Present: Lee Haasch, Sara Krouse, Bob Davis, Jan Dart Absent: Scott Osbourn, Jenny Highland

Also present: Mayor Schmidt, Jamie Jackson, (later Jeff Wiswell)

The agenda was accepted on a motion by Dart second by Davis . MC

Moved by Davis second by Krouse to approve the December minutes. MC

The Mayor and Jackson were asked to hear discussion on collection of Accommodation Tax. The difficulty Jackson is having in some cases is reaching people who are in the business of renting accommodations but are not paying tax or finding the VRBOs or other forms of rentals not on the City's radar. She will continue to work on the list of non-pays. Haasch asked about the possibility of issuing a City license to all operating rentals. Mayor Schmidt indicated it was something they could look at.

Krouse presented the financial report. Motion by Dart second by Davis to accept. MC

Krouse attended the Chicagoland Show as a shared booth with the Kewaunee Chamber. She reported that it is a huge show but she had an opportunity to talk to many people one on one. Approximately 400 guidebooks were distributed.

Osbourn will be attending the LaCrosse sports show and Haasch will take care of the Milwaukee show.

Haasch had the contract for Our Wisconsin magazine. Moved by Dart second by Krouse to enter into a continuing contract with Our WI. MC

Krouse reported a portion of the Milwaukee brochure distribution would be covered by the Chamber. Motion by Dart second by Davis to put \$400 toward the Milwaukee Airport distribution. MC

Administrator Wiswell joined the meeting to report that he had conversation with the Door County Tourism group. He described what they do as far as collecting accommodation tax and explained the series of letters they send out. They do use a Tourism license and Wiswell will get additional information on that issue.

The Billboard discussion continues. The lighthouse, arts, fishing, Park of Flowers, wine and beer were some of Algoma points of interest that were thrown out for future discussion.

The next meeting is February 18th at 1:30 PM at City Hall.

Moved by Dart second by Davis to adjourn at 3:38 PM. MC

Minutes submitted by Jan Dart