

## **ALGOMA TOURISM AND PROMOTION COMMISSION MINUTES**

**March 18, 2019 at 1:30 PM**

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

Present: Lee Haasch, Sara Krouse, Jan Dart

Absent: Bob Davis, Jenny Highland, Scott Osbourn

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

Moved by Krouse second by Haasch to approve the February minutes. MC

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

Haasch will submit the Annual Report to the Council prior to the April Council meeting. The unanimous vote by the T & P Commission members at the February meeting was to recommend the Accommodation Tax remain at the present 6%.

Haasch reported the Milwaukee Sports Show had a light attendance therefore Algoma Books handed out only numbered 568 which is less than the average 1200 per year. The Milwaukee Show will be discussed at future meetings. Ideas on other trade shows will be explored also.

Haasch reported on information from Link regarding billboards. It was agreed that a three year contract would be the best deal at \$5980 per year. New faces are being discussed with the possibility of having two different displays. The cost quoted for a new face is \$1008. Link has offered several new locations for one of the boards. Haasch will research which would be the most desirable.

Krouse offered several ideas for advertising upcoming Algoma festivals during the Tall Ship sail-by in July. It would be targeted for the many people who come to the beach area to watch the ships pass off of Algoma.

Motion by Dart second by Krouse to approve the Tourism and Promotion 2019 Budget. MC That Budget will be included in the Annual Report to the Council.

Next meeting is scheduled for April 8<sup>th</sup> at 1:00 PM. Note time change.

Moved by Dart second by Krouse to adjourn at 3:05 PM. MC

Minutes submitted by Jan Dart