

ALGOMA TOURISM AND PROMOTION COMMISSION MINUTES

February 19th, 2018 - 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, Jenny Highland, Sara Krouse, Scott Osbourn, Jan Dart

The agenda was accepted on a motion by Highland second by Osbourn. MC

Moved by Krause second by Highland to approve the November minutes. MC

Krouse presented the financial report. After review the report was approved on a motion by Dart second by Osbourn.

Moved by Krouse second by Highland to recommend the City staff follow-up on delinquent accommodation collection and to send a reminder to all accommodation collectors that quarterly filing reports are required whether the business is running or may be closed for the season. MC

The Commission discussed ads in Midwest Outdoors and On WI Outdoors and on a motion by Krouse with a second by Osbourn agreed to go with On WI Outdoors. MC

Krouse reported the Peninsula Pulse will distribute 5000 of the small Visit Algoma brochures and Green Bay Convention and Visitor group will take 2000. Krouse has contacted several hotels/motels in Green Bay to take the larger Friendly Algoma magazine.

Krouse also presented an opportunity to distribute both the brochures and magazine to Milwaukee and Chicago hotels and businesses. It would be a shared cost with the Chamber. The Milwaukee area was selected and on a motion by Dart second by Highland, \$600 was approved as the shared cost.

The ad for Our Wisconsin was discussed. Krouse suggested using the picture that has been adopted for the Friendly Algoma and the brochure. The Commission would like to continue using the fishing ad during the summer ads and perhaps use the other picture during the Fall and Winter months.

Highland will check with Country Ovens on what television contact they use for their ads in order to explore using that media source.

The next meeting is March 19, 2018 at 1:30 PM at City Hall.

Moved by Dart second by Osbourn to adjourn at 2:35 PM. MC

Respectively submitted by Jan Dart