

ALGOMA TOURISM AND PROMOTION COMMISSION MINUTES

June 25, 2018 - City Hall at 2:00 PM

The meeting was called to order by Lee Haasch at 2:00 PM at City Hall.

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

Absent: Scott Osbourn

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

Moved by Highland second by Davis to approve the May minutes. MC

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

The Door County Living magazine presentation on the Algoma Murals and the two page partner business advertisements was well received by the Commission members. Krouse hopes for more advertisers next year and mentioned copies are available at the Chamber.

Krouse provided the draft of the criteria for reimbursement when taking the Tourism and Promo booth to a trade show. After review, some changes were suggested and Krouse will bring an update to the next meeting. A list of everything that is required for the booth should be developed.

Krouse proposed going to the State Fair to man the WI Tourism booth for a day. The booth fee of \$150 and lodging, meals and gas will be covered by the Commission on a motion by Dart with a second by Davis. MC

Krouse presented a request of \$500 for the Farmer's Market which she considered a new event with the changes that have taken place. Moved by Highland second by Davis to approve the money. MC

The Billboard copy change suggested last month was put on hold until September to have time to consider new advertisement ideas. Krouse will talk to Link about locking in a rate when copy is changed.

The next meeting is September 17th at 1:30 PM at City Hall.

Moved by Dart second by Highland to adjourn at 2:15 PM. MC

Minutes submitted by Jan Dart