

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

**October 22, 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, Sara Krouse, Jenny Highland, Scott Osbourn, Jan Dart, Bob Davis Absent: Jenny Highland

Also present: Julie Gerczak of the Green Bay Convention & Visitors Bureau

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

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

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

Ms. Gerczak attended the meeting to bring the Commission up to date with the coverage Algoma is getting as a member of the GBVCB. She explained the Bureau's new building will be started in Spring and the location off of Lombardi will offer more access to the public with the ability to advertise more efficiently. In June they sent travel writers to Algoma. Their mobile unit had 12,000 visitors – Algoma's rack cards are displayed in the unit with many distributed. Commission discussion is favorable to continue the contract with Green Bay.

The Trade Show in Chicago will be attended by Krouse and the expense will be split with Kewaunee Chamber. The Sports Shows will be manned by Haasch and Osbourn.

Larry Smith Outdoors was tabled and the Lighthouse Map proposal will be revisited in 2020.

The Billboard cost and the copy change charge was discussed. Motion by Dart second by Davis to have Haasch work with Link on getting a 2 or 3 year rate commitment. MC

The Commission will come to the next meeting with design change suggestions for the billboards.

The 2019 Budget will be finalized in the next two months.

The next meeting is November 12th at 1:30 PM at City Hall.

Moved by Dart second by Osbourn to adjourn at 2:50 PM. MC

Minutes submitted by Jan Dart