

ALGOMA TOURISM AND PROMOTION COMMISSION MINUTES

December 17, 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, Scott Osbourn, Jan Dart, Bob Davis Absent: Jenny Highland

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

Moved by Osbourn second by Davis to approve the October minutes. MC

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

Questions regarding accommodation tax collection delinquencies will be addressed at the January meeting. The City Administrator and staff will be asked to attend.

The bill of \$470 for the Farmers Market event was approved on a motion by Krouse second by Osbourn. MC

The Chamber is not publishing the mini-brochure this year. There is funding needed for the Milwaukee distribution.

The Dept of Tourism is offering Search Engine Marketing capabilities. The Commission suggests checking with the Chamber Board of Directors for their input on the issue.

The Trade Show in Chicago will be attended by Krouse and the expense will be split with Kewaunee Chamber.

The Billboard discussion will continue as more information is needed and the display change is a work in progress. Suggested was to contact some of the local artists for ideas. Sara will do the contacts. The lighthouse, fishing and arts were seen as some of the most important displays. The Commission will continue to work on this issue.

Moved by Dart second by Davis to renew the \$700 commitment to Art Dose. MC

Krouse mentioned the Rider Cup in 2020 might be reason to do some advertising. One idea was to do promos on Facebook. Discussion will continue in future meetings.

The 2019 Budget will be finalized at the January meeting.

The next meeting is January 21 at 1:30 PM at City Hall.

Moved by Osbourn second by Davis to adjourn at 2:33 PM. MC

Minutes submitted by Jan Dart