

ALGOMA TOURISM AND PROMOTION COMMISSION MINUTES

1-20-2020 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, Bob Davis, Kay Smith, Jan Dart Absent: Mitch Groessler, Scott Osbourn

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

Moved by Smith second by Davis to approve the November 18, 2019 minutes. MC

Smith presented the financial report. Motion by Dart second by Davis to accept. MC In the future Smith will supply other reports that will identify additional financial information.

Lee Haasch was featured on the cover of On Wisconsin Outdoors magazine which is a nice nod to Algoma.

Registration for Sports Shows in LaCrosse, WI and Shopkapee MN have been submitted.

Smith announced the semi-annual meeting of Harbor Towns will be hosted by Algoma on April 24th. It will be held at Knudson Hall (Youth Club) from 10:00 until 4:00. Arrangements are in the works.

The Algoma paid ad in the Our Wisconsin magazine will hopefully be supplemented by creating an Algoma Stay and Play package using certificates from local businesses. Dart and Smith will work on the details.

Marketing ideas for the Ryder Cup on September 13th and the Wisconsin/Notre Dame game on October third were again discussed. The Commission will check with other groups such as Kewaunee County Tourism and Promotion to see what type of advertising they may be planning.

The Lake Michigan Stakeholders will hold a meeting in Algoma on October 6th.

The Algoma Tourism assessment survey has been collected with about 200 surveys being returned. The Task Force will start working on the returns.

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

Moved by Dart second by Smith to adjourn at 3:00 PM. MC

Minutes submitted by Jan Dart