

ALGOMA TOURISM AND PROMOTION COMMISSION MINUTES

3-17-20 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, Kay Smith, Bob Davis, Scott Osbourn, Jan Dart Absent: Mitch Groessl

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

Moved by Haasch second by Osbourn to approve the February 17, 2020 minutes. MC

Smith presented the financial report. She supplied a comparison Profit & Loss from Jan/Feb 2019 and 2020. Motion by Dart second by Smith to accept. MC

The Budget adjustment will be approved at the end of business.

Smith reported the Chamber Board decided the Friendly Algoma will not be distributed for the Milwaukee/Chicago area. Therefore, Tourism and Promotion will not be adding that shared cost to the budget.

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. Haasch has agreed to be a guest speaker.

The Stay and Play packages for Our Wisconsin magazine are ready. Each package is a \$330 value provided by eleven businesses.

Decisions on additional budget items are as follows: No ads in the Road Runner magazine; Osbourn suggested taking an article in Outdoor News. Motion by Smith second by Osbourn to look into getting an ad not to exceed \$1000. MC; Haasch suggested taking an ad on an electronic billboard in the Eau Claire area. Motion by Osbourn second by Smith to look into the possibility not to exceed \$1000. MC

The Trade Shows were not very successful as Lacrosse was snowed out and Shokapee was cancelled after Friday night.

Smith had quotes on bags advertising Algoma to hand out during events but the cost is high so there was no action taken on them. She also handed out the announcement that Algoma was named an All American City.

Budget adjustment: Motion by Osbourn second by Smith to increase the 2020 budget to \$55,000. MC

The next meeting is April 20th at 1:30 PM at City Hall.

Moved by Osbourn second by Davis to adjourn at 3:00 PM. MC

Minutes submitted by Jan Dart