



# Office of the Mayor

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## MINUTES

### TOURISM DEVELOPMENT COMMISSION

TUESDAY, January 17<sup>th</sup> 2023

4:30 P.M. – RM 270

The meeting of the Tourism Development Commission was called to order by Chair Graskey at 4:30PM

#### 2. Roll Call

**Members Present:** Lindsey Graskey, Mark Johnson (Council Representative), Pattie Soliday (virtual), Trisha Hecimovich

**Staff Present:** N/A

#### 3. Report from the Chair

Report from Chair Graskey informing the commission of her visit to Manitowoc and the connections made with their status of transition in their tourism department. Travel Guide ideas were discussed along with Commissioner Johnson's research with also connecting with municipalities like Superior.

#### 4. Financials

a. Financial update was presented by Commissioner Soliday, with a to-date discussion on what projections look like at the end of 2022. This number will be finalized mid-February. Motion by Soliday, seconded by Graskey to hold a reserve of \$250,000 to fulfill the contract with Swim through 2024. The commission collective decided on an estimated budget for 2023 to use as a guide when distributing funds and current contracts.

b. The commission discussed a more detailed summary of Swim Creative invoices and how current budgets presented can be reflected as not one continuous number, but a billed per project. Chair Graskey took the information to bring forward as a suggestion to Swim in respect to the commission.

#### 5. Tourism Coordinator

Tourism Coordinator position was discussed with the timeline for a hire date/process. Vice-Chair Soliday shared insight on the ranges of salaries the commission could choose from and how this could affect the overall of the 2023 estimated hotel motel tax created by the commission. Motion by Soliday, second by Hecimovich to approve the description and to be sent to HR.

#### 6. Schedule Upcoming Meetings

New time and days were discussed to accommodate the current commissioner's schedules for meetings. Follow up with Chief of Staff Scherf to determine the if possible.

**Meeting adjourned at 6:07PM**

Respectfully submitted:  
Lindsey Graskey, Chair