

TOURISM DEVELOPMENT COMMISSION Minutes

March 27, 2023 Regular Meeting



The meeting was called to order by Chair Lindsey Graskey at 4:03 pm on March 27, 2023 in Government Center Room 204.

1 ROLL CALL

PRESENT: *Lindsey Graskey (Chair), Pattie Soliday (Vice-Chair), Trisha Hecimovich, Shannon Olson (Hotel-Motel Rep)*

VIRTUAL: *Mark Johnson*

ABSENT:

CITY STAFF PRESENT: *COS Rebecca Scherf*

OTHERS PRESENT: *Shelley Nelson, John Gidley (Virtual), Annette Farmakes (Virtual)*

2 APPROVAL OF MINUTES

2.1 Tourism Development Commission (Meeting held January 3, 2023)

MOTION by Graskey to approve. Seconded by Soliday. Minutes filed.

3 OLD BUSINESS

3.1 Update on Tourism Coordinator Position

3.1a Wage Study Bill

MOTION by Soliday, Seconded by Hecimovich to approve payment of \$275 bill for wage study.

3.2b Wage Study Report

No action taken. Report filed.

3.2 Presentation from SWIM Creative

3.2a Visitor Guide Presentation

SWIM Creative gave presentation on visitor guide.

MOTION by Soliday, seconded by Hecimovich to approve Agency portion of estimate only. Carried to approve. Commission awaits update on print costs for different quantities from SWIM before re-considering other portion of estimate.

3.2b 2023 Campaign Estimate

Item held for next meeting to give commission time to consider.

3.2c 2023 Misc. Work Estimate

Item held for next meeting to give commission time to consider.

3.2d 2023 Winter Campaign Estimate

Item held for next meeting to give commission time to consider.

3.3 Film Incentive Update

COS Scherf gives update on film incentive. No action taken.

4 NEW BUSINESS

4.1 Gotta Be Superior Brand Launch Party

Commission discussed Gotta Be Superior Launch party tentatively scheduled for April 28th. No action taken.

4.2 Hotel/Motel Rep Relationships

Commission discussion. No action taken.

5 RECURRING BUSINESS

5.1 Financials

Vice Chair Soliday goes over updated financials. No action taken.

5.2 Report from the Chair

Tabled for next meeting.

5.3 Possible Agenda Items for Future Meeting

Schedule John Gidley for first quarterly update from Richard I Bong Veterans and Historical Center and Visitor Center.

6 ADJOURNMENT

MOTION to adjourn by Chair Graskey at 5:46PM

******NOTE: COMPUTER AND VIRTUAL MEETING FROZE AT 5:36 AND COULD NOT BE RESOLVED FOR REMAINDER OF MEETING. NO ACTION WAS TAKEN DURING THIS TIME. THIS ALSO CAUSED THE RECORDING TO DISAPPEAR AND NOT SAVE INTO THE CLOUD.******

Respectfully submitted by Rebecca Scherf.