

# **TOURISM DEVELOPMENT COMMISSION Minutes**

## **May 16<sup>th</sup>, 2023 Regular Meeting**

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*The meeting was called to order by Chair Lindsey Graskey at 4:04pm on May 16<sup>th</sup>, 2023 in Government Center Room 270.*

### **1 ROLL CALL**

**PRESENT:** *Lindsey Graskey (Chair), Pattie Soliday (Vice-Chair), Trisha Hecimovich, Megan Mcgarvey (arrived at 4:20)*

**VIRTUAL:** *Mark Johnson*

**ABSENT:** *Shannon Olson*

**CITY STAFF PRESENT:** *COS Rebecca Scherf*

**OTHERS PRESENT:** *Shelley Nelson, Sheerah, Patrice, and Bill from SWIM Creative*

#### **1.1 Select Chair**

MOTION Soliday, seconded by Johnson to nominate Graskey as Chair. Carried to approve.

#### **1.2 Select Vice-Chair**

MOTION by Graskey, seconded by Hecimovich to nominate Soliday as Vice-Chair. Carried to approve.

### **2 APPROVAL OF MINUTES**

#### **2.1 Tourism Development Commission (Meeting held April 18, 2023)**

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

### **3 OLD BUSINESS**

### **4 NEW BUSINESS**

#### **4.1 Presentation from SWIM Creative**

##### **4.1.1 Visitor Guide Production (Printing options, quantity, and displays)**

MOTION by Chair Graskey, seconded by Vice-Chair Soliday to approve the 5x8 sized visitor guide with fold out map. Carried to approve. Will go to council for final approval.

MOTION by Soliday, seconded by Hecimovich to approve the printing order of 20,000 copies of the 5X8 sized visitor guide for a total NTE \$18,210. Carried to approve. Will go to council for final approval.

##### **4.1.2 Summer Videography**

MOTION by Hecimovich, seconded by Mcgarvey to allocate \$35,000 from the 2024 SWIM contract for summer videography to be shot and paid in Summer 2023 for Summer 2024 campaign. Carried to approve.

##### **4.1.3 Winter 2023 Campaign**

MOTION by Soliday, seconded by Hecimovich to approve \$77,500 of the requested \$175,000 Winter campaign estimate to begin work on a 2023 Winter Campaign. Commission would like to

reconsider the media buy portion of the estimate at a later date. Carried to approve. Will go to council for final approval.

#### 4.1.4 Potential Media Buys

##### 4.1.4a Lavender Magazine

MOTION by Graskey, seconded by Hecimovich to approve the design and purchase of a half page spread in Lavender Magazine to be featured in their Pride Week issue at a total NTE \$2290.85 Carried to approve. Will go to council for final approval.

##### 4.1.4b That Wisconsin Couple

Did not discuss. No action taken.

##### 4.1.4c Any additional offers received

SWIM Creative proposed a \$15,000 annual contingency for small media buys or extra costs incurred by the team. MOTION by Johnson to hold for future meeting. Seconded by Soliday. This item will be considered at a future meeting.

## 5 RECURRING BUSINESS

### 5.1 Financials

No action taken.

### 5.2 Report from the Chair

No action taken.

### 5.3 Possible Agenda Items for Future Meeting

Bong Center Contract Approval

Visitor Center Update

Quarterly Report from the Bong Center

Grant Application Review

### 5.4 Select Regular Meeting Time

Commission discussed and selected the 1<sup>st</sup> Monday of the month at 4:15PM

Commission also requested a special finance focused meeting before next regular meeting so they are aware of where their budget is at. COS Scherf to send a Doodle Poll.

## 6 ADJOURNMENT

***MOTION to adjourn by Chair Graskey at 5:51PM***

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*Respectfully submitted by Rebecca Scherf.*