

TOURISM DEVELOPMENT COMMISSION Minutes

August 7th, 2023 Regular Meeting



The meeting was called to order by Chair Lindsey Graskey at 4:21PM on August 7th, 2023 in Government Center Room 204.

1 ROLL CALL

PRESENT: Lindsey Graskey (Chair), Pattie Soliday (Vice-Chair), Megan Mcgarvey, Mark Johnson

VIRTUAL:

ABSENT: Trisha Hecimovich, Shannon Olson

CITY STAFF PRESENT: COS Rebecca Scherf, Mayor Jim Paine (left after item 3.3)

OTHERS PRESENT: Shelley Nelson, Amber Popplewell, John Gidley, Terry Lundberg, John Ramos

2 APPROVAL OF MINUTES

2.1 Tourism Development Commission (Meeting held July 12th, 2023)

MOTION by Johnson to approve minutes from the July 12th, 2023 meeting. Second by Soliday. Minutes filed.

3 NEW BUSINESS

3.1 Quarterly update from Richard I Bong Veteran's & Historical Center
Presentation by Director John Gidley. No action taken.

3.2 Allocate budget for SWIM Creative Winter Campaign Media Buy

MOTION by Soliday to approve a November 2023-February 2024 Campaign Run. Second by Graskey. Motion passes.

MOTION by Soliday to approve a budget in the amount of \$80,000. Second by Graskey. Motion passes. Will go to City Council as a contract amendment for approval.

3.3 Request from Councilor Johnson to discuss letter received from Destinations Wisconsin/Wisconsin Hotel & Lodging Association

No action taken.

4 OLD BUSINESS

4.1 Sponsorship Applications

4.1.1 HLUW Midwest All-Star Wrestling Event – Head of the Lakes United Way – Denied sponsorship due to timeline.

No action taken.

4.1.2 WI Family Court Commissioners' Conference – Commissioner Lovejoy's Office – Requesting \$1450

MOTION by Johnson. Second by Soliday to approve sponsorship at full requested amount of \$1450. Motion passes.

4.1.3 Lake Superior Ice Festival – City of Superior Parks & Rec – Requesting \$15,000

MOTION by Mcgarvey to approve with contingency that Gotta Be Superior is a title sponsor equal to Cenovus. If unable to be title sponsor, the MOTION is to approve at \$7205. Second by Johnson. Motion passes.

4.2 Review TDC Grant Application for 2023

No action taken.

4.3 Tourism Coordinator Position Discussion

No action taken.

4.4 Mission Statement

No action taken.

5 RECURRING BUSINESS

5.1 Financials

No action taken.

5.2 Report from the Chair

No action taken.

5.3 Confirm Next Meeting Time

Next meeting confirmed for October 2nd at 4:15PM. There will be no meeting in September.

6 ADJOURNMENT

Meeting adjourned by Chair Graskey at 6:13PM.

Respectfully submitted by Rebecca Scherf.