

AGENDA
TOURISM DEVELOPMENT COMMISSION
TUESDAY, March 8, 2022, 12:45 P.M. – 6:00 P.M.
Government Center 201 (Chambers Boardroom)



Video call link: <https://meet.google.com/mrg-qyha-ahw>
Or dial: (US) +1 617-675-4444 (PIN: 748 150 271 0548#)

Mission Statement: *“The Superior Tourism Commission will develop, market, and promote Superior as a destination for visitors to stay and enjoy our natural landscape, culture, arts, parks, and businesses.”*

Commissioners: Lindsey Graskey (Chair), Keith Kern (Council Representative), Bruce Barron, JoAnn Jardine, and Pattie Soliday

- 1. Roll Call**
- 2. Approve Minutes from 2/17/2022**
- 3. Tourism Proposal Interviews**
 - 1. 1:00 Creative Arcade**
 - 2. 2:15 Swim Creative**
 - 3. 3:30 Travel Superior**
- 4. Commissioner discussion on proposals**
- 5. Adjournment**

Notice is hereby given that a majority of the members of the Common Council may be present at the meeting, and although this may constitute a quorum of the Common Council, the Council will not take any action at this meeting.

Pursuant to the Americans with Disabilities Act of 1990, if you are in need of an accommodation to participate in the public meeting process, please call (715) 395-7200 by 4:30 p.m. on the day prior to the scheduled meeting date (OR dial 711 for Telecommunications Relay Service). The City will attempt to accommodate any request depending on the amount of notice received.

In compliance with Wisconsin Open Meetings Law, this agenda was posted on 3/04/2022 at the following locations: Superior Government Center, Douglas County Courthouse, and online at <https://www.ci.superior.wi.us/agendacenter>. It was also emailed to the Superior Public Library and the Superior Telegram, and PACT.

PROCEEDINGS
TOURISM DEVELOPMENT COMMISSION
Thursday February 17, 2022

The meeting was called to order by Chair Graskey at 12:00 pm in 201 in the Government Center.

1.Roll Call

Members Present: Lindsey Graskey (chair), Keith Kern, Bruce Barron, JoAnn Jardine, Pattie Soliday

City Staff Present: Mayor Paine, Chief of Staff Scherf, Deputy Clerk Becken

Members of Public: Taylor Pederson, Jenny Van Sickle (online) Jeff Cushman, Mark Liebaert

2.Approve Minutes from 2/11/2022

Motion by Councilor Kern, seconded by Commissioner Jardine and carried.

3. Discussion on proposals and process for selecting tourism contract

Commissioner Barron requests the group move to inviting those who submitted proposals to do a presentation with time for questions before discussion about proposals happens.

Through discussion, group refined and by consensus agreed: the interview process is to be 1 hour in length for each proposal. Within that hour, a 10-15 minute presentation would be expected with the remaining time dedicated to pre-set questions by the commissioners. A 15 minute break is scheduled between presentations. Commissioners are to send their questions to Deputy Clerk Becken before March 1st at noon. Questions will be provided to the commissioners beforehand. This will be a public meeting, but public comment will not be open. Scheduling was referred to Contract Analyst Darwin for March 8th starting at 1:00PM. Commissioners will report at 12:45.

Commissioner Soliday requested the group move to discussion directly following interviews and make a decision March 8th. Councilor Kern agreed some time for discussion should follow, but did not want to make the actual decision the same day. Councilor Kern motioned for the group to reconvene March 10th at 3:00 PM for discussion and decision making, at which time the commission plans to vote for who they would like work with. Motion passed 4-1.

Mayor Paine addressed the group about previous questions to the City Attorney. Closed sessions for the topics at hand would not be appropriate, so all interviews and discussion will be open to the public. The City Attorney confirmed that the commissioners are under

city protection when it comes to their service of their appointed roles. The mayor also discussed the role of the TDF and how steps in the future will be taken to clarify how the TDF will finalize.

4. Adjournment

Commission adjourned at 3:30 PM

Respectfully submitted by Stephanie Becken, Deputy City Clerk