

AGENDA
TOURISM DEVELOPMENT COMMISSION
MONDAY, July 11, 2022, ~~5:30 P.M.~~ 6:30 P.M.
Government Center 270



Video call link: <https://meet.google.com/bvy-ffwh-mzy>
Or dial: (US) +1 617-675-4444 (PIN: 807 247 876 9497#)

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), Mark Johnson (Council Representative), ~~Bruce Barron,~~ Steven Pool, JoAnn Jardine, Melissa LaTour, and Pattie Soliday

1. Roll Call
2. Approval of Minutes – June 24, 2022
3. Marketing Update from Swim Creative
4. 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 7/8/2022 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.



Office of the Mayor

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MINUTES

TOURISM DEVELOPMENT COMMISSION FRIDAY, June 24th 2022 12:00 P.M. – Government Center RM 270

The meeting of the Tourism Development Commission was called to order by Chair Graskey at 12:24PM due to technical difficulties.

2. Roll Call

Members Present: Lindsey Graskey, Mark Johnson (Council Representative), Pattie Soliday, Steven Pool

Absent: JoAnn Jardine, Melissa LaTour

Staff Present: Mayor Jim Paine, Chief of Staff Becky Scherf

Also Present: Knute Pederson, Tim Sauter, Terry Lundberg, Marge Bee, John Gidley, Taylor Pederson

MOTION by Vice Chair Soliday to take items out of order and consider item #5.

5. Approval of May 9, 2022 Minutes

MOTION by Johnson, second by Soliday and carried to approve.

3. Report from Chair Graskey

Chair Graskey asks that all agenda items to be considered be sent to her and then forwarded to staff to add to agenda.

Vice Chair Soliday asks for background on new commissioner Pool. Chair Graskey has all commissioners conduct brief introductions.

MOTION by Vice Chair Soliday to take items out of order and consider item #4 after items #6, #7, and #8.

6. Update on Travel Superior Contract review and approval

Update from Chief of Staff Scherf. Contract with contract analyst being completed. Will be ready by next commission meeting.

7. Action on Redraft of Grant Application Proposal for Bong Museum Marketing Plan (tabled at May 9th, 2022 meeting)

MOTION by Vice Chair Soliday to approve full amount of request. Second by Johnson. Carried to approve viva voce.

8. **Review Previously Approved TDC Grant for immediate release once approved.** Assistant MOTION by Johnson, second by Graskey to release application. Carried to approve viva voce. Soliday asks that there be a press release upon its release that also explains resolution of the TDF. Press Release to be issued by Mayor's Office.

4. **Report from Vice Chair**

Vice Chair Soliday explains Tourism and Marketing Coordinator Position

MOTION by Soliday to move to next agenda for further discussion and asks commissioners to bring alternative solutions.

9. **Assign Commissioners to various TDC Funded Projects**

Moved to next agenda to allow commissioners to bring a list of what needs to be assigned.

10. **Future Meeting Date and Times**

Chief of Staff Scherf to send out Doodle Polls for 2 July Meetings, 2 August Meetings.

Motion to adjourn by Graskey. Second by Soliday and carried Viva Voce at 1:33PM

Respectfully submitted:
Becky Scherf, Chief of Staff