

**PROCEEDINGS**  
**TOURISM DEVELOPMENT COMMISSION**  
**FRIDAY, January 21, 2022**

*The meeting was called to order by Chair Graskey at 12:00pm in Government Center 270.*

**1.Roll Call**

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

Members Absent: Emerson Sloane, Bruce Barron

City Staff Present: Mayor Paine, Deputy Clerk Becken

Members of Public: Terry Lundberg, Ryan Jort, Taylor Pederson, Briana Fiandt

**2.Approve Minutes from 12/10/21**

Motion by Chair Graskey, seconded by Commissioner Jardine and carried.

**3.Update on Marketing RFP schedule & deadline**

Chair Graskey reminded group bids will be available for review February 1<sup>st</sup>. Mayor Paine advised multiple ways to progress depending on number of submissions. These may include scoring by the commissioners independently to decide finalists if there are many applicants or inviting the groups if there are a minimal number of applicants. The chair may also make recommendations for which to review. Commissioner Soliday requested city staff to vet applications for reputable businesses. Mayor Paine said this already happened in the RFP process used, but can be more intentional if there are specific concerns. Chair Graskey said the goal is to have a recommendation to council March 15<sup>th</sup>. When the RFPs are available the 1<sup>st</sup>, they will be made available to commissioners so a meaningful conversation can happen February 4<sup>th</sup>.

**4.Report & discussion on sub-committee for TDC Grant application**

Chair Graskey and Commissioner Soliday presented their proposed application requesting feedback from other commissioners. Motion by Commissioner Soliday to include events from Douglas County for consideration for grant funding. Seconded by Chair Graskey and carried. Motion by Commissioner Soliday to eliminate the 3-year funding limit, seconded by Commissioner Jardine and carried. Motion by Commissioner Soliday to eliminate language regarding advertising within Superior for events, seconded by Chair Graskey, and carried. Commissioner Soliday brought up market location in a larger sense with the idea of citizens also enjoying local events and staying local for events—like staying at a hotel near an event.

Group agreed there is an aspect of ‘heads in beds’ that is respected through local advertising. Councilor Kern added that the caveat about advertising in the TDF grant application was added to encourage local event planners to go outside their usual comfort zone, and agreed the adjustment now makes sense for encouraging close to home and out of town engagement. Mayor Paine complemented the sub-committee on a well written and thoughtful grant application and encouraged them to think about making sure the language reflected events as well as groups/organization that may want to apply. Deputy Becken will update the grant with the discussed changes and distribute to group.

#### **5.Report & discussion on sub-committee for Superior Travel Guide**

Commissioner Jardine recommended pausing work on the travel guide until after the marketing contract has been decided, to ensure a unified front on marketing. She would like to see a future meeting with Douglas County in order to discuss financial contribution and sharing ideas for what would be best. She requested another person be added to her subcommittee as Commissioner Sloane was unable to assist. She shared information about her research into what the state of Wisconsin asks for in travel guides and what assistance they offer in grants for funding. Chair Graskey asked Taylor Pederson from Travel Superior about his experience with the state guidance and distributors. He affirmed the state does have some approval requirements and stated Travel Superior currently uses Vector and 5 star. Commissioner Jardine presented a quick look at Steven’s Point online travel guide as an example of why a unified front is preferred for marketing.

Motion by Commissioner Soliday to ask Travel Superior for a quote on what it would cost to re-print the 2021 travel guide in order to have more time to put together the kind of travel guide Commissioner Jardine spoke about. No second.

Commissioner Jardine did not agree about a re-print and said putting out something smaller or simpler for 2022 was a better plan than reprinting what was done last year. Commissioner Jardine then discussed a few other ideas she had as far as what was important in a travel guide and agreed to make her notes available to commissioners. Chair Graskey asked to continue to hold this conversation in committee in order to revisit again in future meetings. Commissioner Jardine offered her stack of travel guides to review if anyone was interested.

#### **6.2022 Superior Douglas County Welcome Center (Visitors Center) Proposed expended budget update**

Chair Graskey requested to hold in committee due to time.

## **7. Discussion on next meeting dates & details**

Next meeting will be February 4<sup>th</sup> at noon in 270. The responses to the marketing RFP will be made available to commissioners as they are released by contracts staff. Chair Graskey asked commissioners to plan for an extended meeting time.

## **8. New business by commissioners**

Commissioner Jardine would like the travel guide discussion to continue to be on the agenda. Commissioner Soliday agreed. Chair Graskey encouraged everyone to continue working at home on ideas about the travel guide, as after the marketing RFP decided, there will be room for next steps and further guidance from the firm. Commissioner Soliday also asked for an update from the mayor as far as composition of the commission, as some were missing.

## **9. Adjournment**

Adjournment by Chair Graskey at 1:06

Respectfully submitted by Stephanie Becken, Deputy City Clerk

