

PROCEEDINGS
TOURISM DEVELOPMENT COMMISSION
Thursday April 7, 2022

The meeting was called to order by Chair Graskey at 3:00 pm in 204 in the Government Center.

1. Roll Call

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

City Staff Present: Mayor Paine, Deputy Clerk Becken, Contract Analyst Jane Darwin

Members of Public: Shelley Nelson, Taylor Pederson, John Gidley, Briana Fiantt, Knute Pedersen, Butch Liebaert, Denny Bee, Dick Smith, Randy Freeman, Dennis Alma, Jeff Cushman, Lester and Debbie Mattison, Ray Beanto, Del and Karen Kangas, Terry Lundberg, Ryan Jack

2. Approve Minutes from 3/8/2022, 3/10/2022

Motion by Commissioner Barron, seconded by Commissioner Jardine to approve.

Commissioner Soliday mentioned request to have financials added to future meeting agendas. Motion passed. Commissioner Soliday requested the agenda be taken out of order due to visitors interested in Bong center. Commission agreed.

3. Recommendation for Bong

Mayor Paine introduced the grant application, sharing his view that the state statutes regarding tourism money include money for museums and he expects the other museums in the city to apply.

Executive Director Gidley presented future vision for Bong Center. Commissioner Barron reflected on existing grant proposal, noting that the marketing-centered narrative of Gidley was not reflected in the grant application. Bong Center was asked to update their grant proposal and resubmit, focusing more clearly on the marketing strategy and tools Gidley talked about in order to better fit the commission's interpretation of the tourism statute, including a budget for how the money will be spent in terms of marketing rather than a blanketed 'operating' request. Commissioner Barron will be meeting with the Bong Center reps to further discuss accounting and finances.

4. Review Swim Contract

Commissioners reviewed contract section by section with Contract Analyst Darwin available. Modifications were made to clear up use of 'city' vs 'tourism development commission' and adjusted in part 5 and part 26. Commissioner Soliday asked for clarification in part 28 regarding trademark law. Contract Analyst Darwin will seek

clarification from Swim and make the adjustments noted by commission. Contract held in committee until next meeting.

5.Recommendation for Travel Superior request on Welcome Center

Discussion among commissioners concerning submitted proposal with Executive Director Pederson available online. Commissioners requested a re-draft that includes updated financials to reflect income from all the different sources Travel Superior works with and anticipated expenses in a more line by line format, as there were some things under ‘operating costs’ that led to further questions—mainly the mention of ‘rent’. Commissioner Soliday noted that the budget is not likely to be completely exact and that other expenses may arise, and the commission will be open to future requests concerning the welcome center.

Travel Superior staff agreed to resubmit and include the requested break down of anticipated income and operational expenses. Commissioner Barron asked they include their accounting and bookkeeping plans for the future, requesting a separate accounting method ie check book that is separate from the Chamber of Commerce. Commission to hold this in committee until Travel Superior resubmits. Per Travel Superior request--commissioners that have questions for Travel Superior, please direct them through Chair Graskey so they can stay together in 1 email chain and dialog.

Commissioner Soliday questioned the visitor guide and possible distribution. Commissioner Barron thought Swim was handling the visitor guide. Commission asked for clarification, so they can approach possible distribution in the future.

6. Commissioner Jardine Discussion and Presentation on Film Incentive

Held in commission due to time constraints on room—to be addressed in next meeting April 14th at 3:00 PM.

7. Adjourned until April 14th at 3:00 PM—room TBD

Respectfully submitted by Stephanie Becken, Deputy City Clerk