

PROCEEDINGS
TOURISM DEVELOPMENT COMMISSION
Thursday April 14, 2022

The meeting was called to order by Chair Graskey at 3:03 pm in 217 in the Government Center.

1.Roll Call

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

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

Community Members: Taylor Pedersen, Shelly Nelson (online)

2.Approve Minutes from 4/7/2022

Approved, but Commissioner Soliday asked for clarification about ‘proceedings’ vs ‘minutes’ and requested more detail about Commissioner Barron & the mayor’s discussion on how tourism money can be spent. Mayor shared that while we can do that (Deputy Becken & Mayor Paine will put together a paragraph on the topic from the previous meeting), proceedings (synonymous with minutes) are not meant to be a play-by-play for a meeting, but to highlight actions taken.

3.Commissioner Jardine Discussion and Presentation on Film Incentive

Commissioner Jardine described a film incentive program that mirrors some throughout Wisconsin and Minnesota that would offer rebates for approved film crews who stay and dine in Superior. Commissioner Jardine would like \$20,000 of the 2022 budget to be set aside, so a program and process can be fleshed out with the goal of rebates for stays this spring and summer to go out in the fall.

Commissioners agreed to set aside \$20,000 from the contingency/reserve area of the budget with the caveat that an agreeable process and procedure be enacted that reflects a ‘heads in beds’ goal. Some concerns—keeping stays under 30 days, what expenses are permissible, who will be reviewing receipts and paying, and what qualifiers to be industry-specific would be added. Commissioners were advised to check in with the City Attorney about any possible conflict of interests that may come up as funding starts going out to different groups. Commissioner Jardine is going to reach out to film incentives group to speak at a later meeting.

4.Review and Approve Updated Swim Contract

Commissioner Soliday shared she was satisfied with the changes and explanations offered. Commissioner Barron motioned to adopt the updated contract and recommend to council for approval. Seconded by Chair Graskey. Unanimous approval to recommend to council.

5. Budget Review & Financial Update

Group went over provided documents—Director Puetz to update to reflect a December meeting adjustments that show a breakdown of intended spending. Commissioners are excited to have a revenue and expenses report when money starts coming in—looking at mid-May per Director Puetz. This financial tracking is then requested to be part of each tourism development commission meeting. Commissioner Soliday asked about unspent money from 2022—it rolls over to the next year. Commissioner Soliday offered to take a larger role in keeping track of expense and income and work with Director Puetz on the income and expenses. Commissioner Soliday asked about the 30%-70% breakdown of tourism money and asked if the Bong had included in their finances what the city already gives them. Chief of Staff Scherf affirmed it had been included.

6. Travel Superior Visitor Desk Proposal

Chair Graskey shared that formal questions for Travel Superior had not been submitted by all commissioners, and Travel Superior representative did not share the questions the commission had at the 4/7/22 meeting with Travel Superior staff, so they were not prepared with any answers for this meeting.

Commissioners to submit questions in writing to Chair Graskey by the end of the day Sunday, April 17th, so Chair Graskey can send a list to Taylor Pedersen with Travel Superior. Commission requests questions be answered in a written format and for Travel Superior to be available in person/online for follow up as well—date tbd. Commissioners are encouraged to write out all questions they have and Chair Graskey will include the commissioners on the email with Travel Superior, so they can see the list that goes.

7. Bong Grant Application Proposal

Commission to hold in committee as the Bong has not yet resubmitted their application.

8. Set meeting time through April & May

Commission to hold on setting a next meeting date in light of new City Council members to be added soon. Next meeting will be scheduled via email at a later date.

9. Adjournment

Respectfully submitted by Stephanie Becken, Deputy City Clerk