



# Office of the Mayor

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## MINUTES

### **TOURISM DEVELOPMENT COMMISSION TUESDAY, September 13<sup>th</sup>, 2022 4:30PM – Government Center RM 204**

**The meeting of the Tourism Development Commission was called to order by Chair Graskey at 4:32PM**

#### **2. Roll Call**

**Members Present:** Chair Lindsey Graskey, Steven Pool, Councilor Mark Johnson, JoAnn Jardin, Pattie Soliday

**Absent:** Melissa LaTour

**Staff Present:** Rebecca Scherf, Mayor Jim Paine

**Also Present:** 3 Members of SWIM Creative

#### **3. Approval of Meeting Minutes – July 11<sup>th</sup>, July 14<sup>th</sup>, August 22<sup>nd</sup>**

MOTION to approve by Commissioner Johnson, second by vice chair Soliday. Passed to approve.

#### **4. Presentation from SWIM Creative**

SWIM gave update on what they are working on with marketing campaign. Currently gathering summer photos of the surrounding area. Gave presentation on results from discovery meeting.

#### **5. Report from Chair**

Chair Graskey discussed ways to better communicate with hotels and motels in the community.

#### **6. Report from Vice Chair**

6a. Financials

Vice Chair Soliday gave update on financials

#### **7. Welcome Center Grant Status**

Chair Graskey gave update and explained letter from Travel Superior declining 40k grant they received from the Commission.

#### **8. Deadline for Continuing Contracts into 2023**

MOTION by Soliday, second by Johnson for applications to be submitted by December 1<sup>st</sup> and to be voted on by January 31<sup>st</sup>. Passed to approve.

#### **9. Status of Film Incentive Contract**

Update from Chair Graskey. Waiting on contract liaison. Will not be going to council. We hope to have it by next commission meeting.

10. Tourism Coordinator Update  
Original draft is done from HR. Commission to review for edits.
11. Future Agenda Items

**Meeting Adjourned at 6:36PM**