



Tourism Commission MEETING MINUTES

February 1, 2023 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Please note: Minutes are unofficial until approved at the next regular scheduled meeting.

MINUTES

1. CALL TO ORDER

Ald. Horbinski called the Tourism Commission meeting to order at 3:00 PM.

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Members Present: Ald. Horbinski, Commissioner Szpara, Commissioner Anderson, Commissioner Rocco

Excused: Commissioner O'Loughlin

Staff Present: City Attorney Mark Blum, Principal Planner Kelly Wall, Director of Community Development Greg Kessler, City Clerk Administrative Assistant Joelle Erickson, City Clerk Rubina R. Medina

3. APPROVAL OF MINUTES

A. September 7, 2022 Tourism Commission Meeting Minutes

MOTION: Motion to approve

VOTE: Motion by: Rocco
Second by: Anderson
Motion 4-0

B. October 12, 2022 Tourism Commission Meeting Minutes

MOTION: Motion to approve

VOTE: Motion by: Szpara
Second by: Rocco
Motion 4-0

C. December 7, 2022 Tourism Commission Meeting

MOTION: Motion to approve

VOTE: Motion by: Rocco
Second by: Anderson
Motion 4-0

4. NEW BUSINESS

- A.** Update by Finance Director, Ralph Chipman
No update.
- B.** Update by DCD Staff
Principal Planner Kelly Wall provided an update to the Commission. She referred to the Powerpoint presentation which is attached to the agenda packet.
- i. Social Media Insights
 - ii. Outreach Efforts
 - iii. Ad Placement in Travel Wisconsin Guide
 - iv. 2023 Master Planning
 - v. ARPA Destination Marketing Organization Grant - Final Report Update
 - vi. 2023 WIGCOT Event
- C.** Review and approve expenditures
MOTION: Motion to approve
- VOTE:** Motion by: Szpara
Second by: Anderson
Motion 4-0
- D.** Hotel Update
No update
- E.** Next Meeting Date
The next meeting will be April 5, 2023 at 3PM in the Council Chambers at City Hall.

5. ADJOURN

MOTION: Motion to adjourn at 3:25 PM.

VOTE: Motion by: Rocco
Second by: Anderson
Motion 4-0

***Respectfully Submitted,
Rubina R. Medina, City Clerk***