



Tourism Commission MEETING MINUTES

June 7, 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

Alderman Horbinski called the meeting to order at 3:01PM.

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Joelle Erickson took the roll call as follows:

Present: Alderperson Horbinski, Commissioner Szpara, Commissioner Rocco,
Commissioner O'Loughlin

Excused: Commissioner Anderson

Staff Present: City Attorney Mark Blum, Principal Planner Kelly Wall, Deputy Director of Community Development Nikki Jones, City Clerk Administrative Specialist Joelle Erickson

3. APPROVAL OF MINUTES

A. May 3, 2023 Meeting Minutes

MOTION: Motion to Approve Minutes

VOTE: Motion by: Commissioner Rocco
Second by: Commissioner O'Loughlin
Motion Passes 4-0

4. NEW BUSINESS

- A. Update by DCD Staff
- i. Social Media Insights
 - ii. Events / Outreach

B. Review and Approval of Room Tax Tourism Grant

MOTION: Motion to amend the current application process to 20% buy-in by the applicant

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Rocco

Motion Passes 4-0

MOTION: Motion to approve the room tax tourism grant process

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

MOTION: Motion to amend reducing the points for creativity from 20 to 5 points

VOTE: Motion by: Commissioner O'Loughlin
Second by: Alderman Horbinski
Motion Passes 4-0

MOTION: Motion to approve the grant program as presented with amendments that are proposed

VOTE: Motion by: Commissioner O'Loughlin
Second by: Commissioner Rocco
Motion Passes 4-0

C. Discussion regarding Influencer Marketing

D. Hotel Update

5. ADJOURN

MOTION: Motion to Adjourn at 3:37PM

VOTE: Motion by: Commissioner O'Loughlin
Second by: Commissioner Rocco
Motion Passes 4-0