

**TOURISM DEVELOPMENT COMMISSION Agenda**  
**Tuesday, April 18, 2023–4:00 p.m.**  
**Government Center Room 270**

VIDEO CALL LINK: [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_NTIZNjIvYjUtNTA5ZS00ZTQ2LTgzNzEtYjIvZDE2ODNiNjNi%40thread.v2/0?context=%7b%22id%22%3a%22841f9b8a-48ee-4cd7-a9d6-f9014330adf2%22%2c%22oid%22%3a%22749eed56-f45d-440f-8718-d5b151edb638%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_NTIZNjIvYjUtNTA5ZS00ZTQ2LTgzNzEtYjIvZDE2ODNiNjNi%40thread.v2/0?context=%7b%22id%22%3a%22841f9b8a-48ee-4cd7-a9d6-f9014330adf2%22%2c%22oid%22%3a%22749eed56-f45d-440f-8718-d5b151edb638%22%7d)

Meeting ID: 288 075 876 010 Passcode: uo9BcT  
Dial-in option: +1 872-242-8028 ID: 768 318 242#

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MISSION STATEMENT: “The Superior Tourism Commission will develop, market, and promote Superior as a destination for visitors to stay and enjoy our natural landscape, culture, arts, parks, and businesses.”

COMMITTEE MEMBERS: Lindsey Graskey (Chair), Pattie Soliday (Vice-Chair), Mark Johnson, Trisha Hecimovich, Shannon Olson (Hotel/Motel Rep)

**1 ROLL CALL**

**2 APPROVAL OF MINUTES**

2.1 Tourism Development Commission (Meeting held March 27<sup>th</sup> )

**3 OLD BUSINESS**

**4 NEW BUSINESS**

4.1 Presentation from SWIM Creative

4.1a Financials (2022/2023 Budgets)

4.1b Campaign Metrics

4.2 Gotta Be Superior Brand Launch Party

4.2b Budget Approval

4.3 Sponsorship Application

4.3b SLRE National Water Trail Map – St. Louis River Alliance – Requesting \$1400

**5 RECURRING BUSINESS**

5.1 Financials

5.2 Report from the Chair

5.3 Possible Agenda Items for Future Meeting

5.3a Schedule Meeting Date

**6 ADJOURNMENT**

*Notice is hereby given that a majority of the members of the Common Council may be present at the meeting, and although this may constitute a quorum of the Common Council, the Council will not take any action at this meeting.*

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*Pursuant to the Americans with Disabilities Act of 1990, if you are in need of an accommodation to participate in the public meeting process, please call (715) 395-7200 by 4:30 p.m. on the day prior to the scheduled meeting date (OR dial 711 for Telecommunications Relay Service). The City will attempt to accommodate any request depending on the amount of notice received.*

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**In compliance with Wisconsin Open Meetings Law, this agenda was posted on 4/14/2023 at the following locations:** Superior Government Center, Douglas County Courthouse, Superior Public Library, and online at <https://www.ci.superior.wi.us/agendacenter>. It was also emailed the Superior Telegram.

# **TOURISM DEVELOPMENT COMMISSION Minutes**

## **March 27, 2023 Regular Meeting**



*The meeting was called to order by Chair Lindsey Graskey at 4:03 pm on March 27, 2023 in Government Center Room 204.*

### **1 ROLL CALL**

**PRESENT:** *Lindsey Graskey (Chair), Pattie Soliday (Vice-Chair), Trisha Hecimovich, Shannon Olson (Hotel-Motel Rep)*

**VIRTUAL:** *Mark Johnson*

**ABSENT:**

**CITY STAFF PRESENT:** *COS Rebecca Scherf*

**OTHERS PRESENT:** *Shelley Nelson, John Gidley (Virtual), Annette Farmakes (Virtual)*

### **2 APPROVAL OF MINUTES**

2.1 Tourism Development Commission (Meeting held January 3, 2023)

MOTION by Graskey to approve. Seconded by Soliday. Minutes filed.

### **3 OLD BUSINESS**

3.1 Update on Tourism Coordinator Position

3.1a Wage Study Bill

MOTION by Soliday, Seconded by Hecimovich to approve payment of \$275 bill for wage study.

3.2b Wage Study Report

No action taken. Report filed.

3.2 Presentation from SWIM Creative

3.2a Visitor Guide Presentation

SWIM Creative gave presentation on visitor guide.

MOTION by Soliday, seconded by Hecimovich to approve Agency portion of estimate only.

Carried to approve. Commission awaits update on print costs for different quantities from SWIM before re-considering other portion of estimate.

3.2b 2023 Campaign Estimate

Item held for next meeting to give commission time to consider.

3.2c 2023 Misc. Work Estimate

Item held for next meeting to give commission time to consider.

3.2d 2023 Winter Campaign Estimate

Item held for next meeting to give commission time to consider.

### 3.3 Film Incentive Update

COS Scherf gives update on film incentive. No action taken.

## 4 NEW BUSINESS

### 4.1 Gotta Be Superior Brand Launch Party

Commission discussed Gotta Be Superior Launch party tentatively scheduled for April 28<sup>th</sup>. No action taken.

### 4.2 Hotel/Motel Rep Relationships

Commission discussion. No action taken.

## 5 RECURRING BUSINESS

### 5.1 Financials

Vice Chair Soliday goes over updated financials. No action taken.

### 5.2 Report from the Chair

Tabled for next meeting.

### 5.3 Possible Agenda Items for Future Meeting

Schedule John Gidley for first quarterly update from Richard I Bong Veterans and Historical Center and Visitor Center.

## 6 ADJOURNMENT

*MOTION to adjourn by Chair Graskey at 5:46PM*

**\*\*\*NOTE: COMPUTER AND VIRTUAL MEETING FROZE AT 5:36 AND COULD NOT BE RESOLVED FOR REMAINDER OF MEETING. NO ACTION WAS TAKEN DURING THIS TIME. THIS ALSO CAUSED THE RECORDING TO DISAPPEAR AND NOT SAVE INTO THE CLOUD.\*\*\***

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*Respectfully submitted by Rebecca Scherf.*

Gotta Be Superior Launch Party Budget

Shirts \$400

Printables \$100

Table cloth rental (10 tables) \$200

Table Snacks and N/A Beverages \$300

TOTAL: \$1000



## EVENT SPONSORSHIP APPLICATION PROGRAM YEAR 2023

**APPLICATION DEADLINE: 60 days prior to the event**

### 1. About your organization/group/event

Name of Event:	Date(s) of Event:	
Will the majority of this event be held on public property?	Yes <input type="checkbox"/> No <input type="checkbox"/>	
Name of Organization/Group:		
Address:		
Mailing address (if different from above):		
Main contact person:		
Phone(s):		
Email address:		
Do you have a Board of Directors? If so, please attach a separate sheet listing board members.	Yes <input type="checkbox"/> No <input type="checkbox"/>	
Is your organization a non-profit?	Yes <input type="checkbox"/> No <input type="checkbox"/>	
Non-profits, please list your EIN number	EIN#:	
Please share your organization/groups' mission:		
Please share mission/objective of event:		
Describe the event:		
How many participants did your event serve the last 2 years (if applicable)?	2021:	2022:

How many participants do you anticipate serving this year?	
What percentage of your participants are City of Superior residents?	
Estimate how many people will be attracted to the area with this event:	
Does your organization conduct fundraisers? If yes, please describe your fundraising activities for the last year, funds raised and your fundraising goals for this year.	
List any other sponsorships and amounts received by your organization last year, along with any grants that you anticipate receiving this year:	
Does your organization charge a registration fee for your program/event? Please indicate the amount of the fee(s). What does your organization do to help offset fees for participants that might not be able to afford the fees?	
What does your organization do to promote overnight stays and tourism for this event (if applicable)?	
Please describe any sales, advertising and promotions you will conduct before and at the event:	
How does your event incorporate community equity and inclusivity?	

How does your event incorporate technology?
How does your event incorporate sustainability?
What does your event do to enhance the quality of life in our community?

**2. Grant Information**

Please list the sponsorship amount your organization is requesting:	
Is this sponsorship being requested for a one-time event or for ongoing programming? Please explain.	
One of the primary goals of the Festival Committee is to support events with operational/logistical costs. What operational and/or logistical costs would this sponsorship be used for, if any? (e.g. electricity, fees/permits, barricades, auxiliary police, etc.)	
What other costs would this sponsorship be used for, if any?	



Has this event received a sponsorship from the City of Superior in previous years? Describe how the sponsorship money was used.

How was the City of Superior recognized for its sponsorship in previous years (if applicable)? Please provide examples (pictures of shirts, banners, signs, radio scripts, social media posts, etc.).

How will your organization recognize the City of Superior as a sponsor this year if funds are received? (e.g. City logo on flyers, verbal recognition at events, banners, etc.)

If you have received sponsorship funds from the City of Superior in the past, please **include supporting documentation** to show how the City was recognized (e.g. City logo on flyers, verbal recognition at events, banners, etc.)

Please provide any other information you would like to committee to be aware of that was not asked above:

<b>Earned Revenue</b>	<b>\$ Amount</b>	<b>Expenditures</b>	<b>\$ Amount</b>
Admissions		Salaries	
Memberships		Office/administration	
Workshops/training		Marketing/publicity	
Food/concessions		Equipment	
Grants/donations		Transportation	
Fundraisers		Supplies	
Volunteer Hours (x \$15/hr)		Insurance	
In-Kind Contributions (please specify)		Other (specify below)	
Other (specify below)			
<b>Total</b>		<b>Total</b>	

**When submitting your Event Sponsorship Application,  
please also include your Special Event Permit Application.**

I, the undersigned, certify that the information provided in and with this statement is true and accurate.

Submitted by (signature): *Alyssa Johnson*

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_

# SLRE National Water Trail Map Distribution Locations

You can pick up your FREE [St. Louis River Estuary National Water Trail Map](#) at any of the following locations.

Please contact the location prior to, ensuring that they still have maps available and for hours of operation.

If you would like to be a distribution location, email [Outreach@StLouisRiver.org](mailto:Outreach@StLouisRiver.org)

## Duluth, Minnesota

Alakef Coffee

Bent Paddle

City of Duluth Parks & Recreation Office

Continental Ski and Snowboard

Duluth Folk School

Duluth Pack

Great Lakes Fly Shop

Great Lakes Gear Exchange

Fond du Lac Campground

Frost River

Marine General

Minnesota Whitewater Rafting

Munger Inn

North Shore SUP

Lake Superior Zoo

Salon in the Valley

Ski Hut

Spirit Lake Marina

Spirit Mountain

St. Louis River Alliance

Thompson Hill

Trail Fitters

UMD Rec. and Outdoor Program Rental Center

Vikre Distillery

Whole Foods Co-op (both locations)

WLSSD

## Superior, Wisconsin

Barkers Island Marina Ship Store

Northwest Outlet

Travel Superior Welcome Center

Superior Parks, Recreation and Forestry

Mont Du Lac Resort

# Gold Sponsors



Clear Answers for Clean Water<sup>SM</sup>

[www.Coastal.Wisconsin.Gov](http://www.Coastal.Wisconsin.Gov)

## ***2023 St. Louis River Alliance Board Members***

### **Joel Vikre, President**

Joel Vikre is the Co-Founder and CEO of Vikre Distillery, which makes award-winning craft spirits from the watershed of Lake Superior. Previously, Joel worked in the areas of environmental health, international health, and non-profit strategy and governance. He has co-founded two non-profits, one that has now provided clean water and sanitation to millions of people across Africa, and one that built and operates a regional hospital in rural western Kenya. More recently, he managed strategic planning for a global health non-profit working in over 70 countries worldwide. He also serves as a Senior Associate for Bernuth and Williamson, a consulting firm that specializes in non-profit strategic planning, through which he has worked with numerous non-profits working in health, education, and the arts. Joel holds a B.A. from Dartmouth College and an M.S. from UC Berkeley. Joel lives in Duluth with his wife Emily, sons Espen & Vidar, and dog Squid.

### **Libby Bent, Vice President**

Libby has loved Lake Superior for over half a century, but since moving to Duluth 5 years ago, the St. Louis River and estuary is her newfound love. She is inspired by all the work that has gone into its cleanup and would like to do her part to see that this investment is protected. She received a PhD in inorganic chemistry from the University of Colorado and has worked as a research chemist for the DuPont company, written a General Chemistry student study guide for McGraw-Hill, taught at the High School and College levels, and developed and performed outreach programs in schools in the Buffalo, NY area. A constant theme has been conveying water's wondrous properties, and highlighting its position as the world's most precious resource. Libby brings her passion, expertise, and love of the St. Louis River to serve on the board.

### **Andrea Crouse**

Andrea B. Crouse, MS is an aquatic ecologist and engaged and active member of the Twin Ports community. After completing her graduate work at the Natural Resources Research Institute she worked at the City of Superior Environmental Services Division of Public Works for 5 years managing the City's Municipal Separate Storm Sewer System Program. She currently works as the Community Development Manager at Zeitgeist Center For Arts and Community where she is involved in projects supporting active transportation, health equity, and engaging stakeholders in community planning and decision-making processes. Andrea holds certification in Wisconsin as a Soil Erosion Inspector and Wastewater Operator, and in MN as a Construction Site Manager and SWPPP designer. She is co-chair of the Regional Stormwater Protection Team, a collaborative organization of MS4 communities in the region. Andrea served three 3-year terms on the board of the Lake Superior Community Health Center. She is active in local politics, SURJ Northland, and a founding member of the Feminist Action Collective.

### **Breanna Ellison**

Breanna (she/her) has lived in Duluth for nearly a decade. She has always been drawn to the outdoors and has a love of nature and a deep respect for water. Breanna grew up in the Twin Cities metro area

before coming to Duluth. She graduated from the University of Minnesota Duluth with degrees in History and Secondary Education.

Breanna has worked in a variety of fields, most recently organizing with TakeAction Minnesota before starting her most current role as a job counselor with the City of Duluth. She has served on the City's African Heritage Commission and has also spent time on its Community Development Committee. In all work she does, Breanna intentionally creates space for other BIPOC people to participate and lead. Breanna is excited to bring a diverse perspective as well her experience in organizing and education to the St. Louis River Alliance board.

### **Thomas Howes**

As the Natural Resources Program Manager for the Fond du Lac Band of Lake Superior Chippewa, Thomas is involved in many projects revolving around the St. Louis River, including his work protecting and restoring manoomin (wild rice). In 2020 he graduated from the University of Minnesota Duluth with a Masters of Tribal Resources and Environmental Stewardship.

Born and raised on the Fond du Lac Reservation, Thomas currently lives along the St. Louis River in the historic Fond du Lac village of west Duluth. He is a father of five, treaty rights harvester, and traditional arts practitioner. In his spare time you can find him creating lacrosse sticks, cradleboards, cedar mat weaving and ricing poles and knockers.

### **Don Ness**

Don Ness is Executive Director of the Ordean Foundation. Established in 1933, the Ordean Foundation has a proud heritage of addressing issues of poverty in Duluth. Don has served for 16 years in elected leadership, culminating with a 91 percent job approval rating in his role as Mayor of Duluth. During this time, he was honored with the titles of both Twin Cities Business Person of the Year and the Labovitz School of Business and Economics Business Person of the Year. As Mayor, Don was an effective champion for the environmental clean-up of the St. Louis River as the cornerstone strategy to revitalize the river neighborhoods by investing in outdoor recreation, river access, and community amenities. Don currently represents the State of Minnesota on the Great Lakes Protection Fund board.

He is a graduate of the University of Minnesota Duluth, majoring in business administration and economics, and he earned a Masters in Management from the College of St. Scholastica. Prior to his tenure as Mayor, he was the campaign manager for Congressman Jim Oberstar for nearly 10 years. Don's core values include a deep dedication to his family, and an ongoing spirit of service to his community. He and his wife Laura continue to live in Duluth with their three children: Eleanor, James, and Owen.

### **Sam Lobby**

Sam's passion for water originated at UMD in 2006 when he started his degree in Environmental Studies. Following graduation, Sam worked for 5 years with the US Forest Service on a wildland fire crew where

he experienced the impacts of climate change on the front lines and discovered his desire to make change through public service. Later, he attended graduate school where he got a dual master's degree in sustainability planning and geography. After grad school, he started his first career in water protection with the City of St. Cloud.

His days at UMD never having left his heart, he eventually made his way back to Duluth where he took a job with the Western Lake Superior Sanitary District and discovered a new love – the St. Louis River. Still employed by WLSSD as a Senior Planner, Sam takes immense pride in working for the organization that helped reclaim the river from pollution and is excited to be part of the St. Louis River Alliance so he can further contribute to the betterment of one of Minnesota's greatest treasures.