

TOURISM DEVELOPMENT COMMISSION Minutes

October 2nd, 2023 2023 Regular Meeting

The meeting was called to order by Chair Lindsey Graskey at 4:16PM on October 2nd, 2023 in Government Center Room 204.

1 ROLL CALL

PRESENT: *Lindsey Graskey (Chair), Pattie Soliday (Vice-Chair), Megan Mcgarvey, Mark Johnson, Trisha Hecimovich (arrives at 4:18)*

VIRTUAL:

ABSENT:

CITY STAFF PRESENT: *COS Rebecca Scherf, Mayor Jim Paine*

OTHERS PRESENT: *Shelley Nelson, John Gidley, Terry Lundberg, John Ramos*

2 APPROVAL OF MINUTES

2.1 Tourism Development Commission (Meeting held August 7th, 2023)

MOTION by Soliday to approve minutes from the August 7th, 2023 meeting. Second by McGarvey. Minutes filed.

3 NEW BUSINESS

3.1 SWIM Winter Campaign & Marketing Results Update

Update from COS Scherf. No action taken.

3.2 2024 Official Travel Guide of Wisconsin Ad Placement

MOTION by Soliday, second by McGarvey to approve Travel Guide Ad design and ½ page ad placement in an amount NTE \$5247.

3.3 Wisconsin's Winter Capital Trademark

MOTION by Johnson, second by McGarvey to move forward with obtaining a trademark on the slogan "Wisconsin's Winter Capital" Motion passes.

3.4 Film Incentive Update

Update from Chair Graskey. No action taken.

3.5 Superior Tourist Information Center Capital Improvement Request for Humidification-\$9,986 (40% of total project \$24,965)

MOTION by Soliday, second by Hecimovich to approve. Motion passes.

4 OLD BUSINESS

4.1 Lake Superior Ice Festival Update

No action taken.

4.2 Review TDC Grant Application for 2023

No action taken.

4.3 Tourism Coordinator Position Discussion

No action taken.

MOTION by Soliday to take items out of order and consider item 5.1 before 4.4. Seconded by Graskey. Motion passes.

5.1 Financials

No action taken.

4.4 Mission Statement

No action taken.

5 RECURRING BUSINESS

5.2 Report from the Chair

No action taken.

5.3 Confirm Next Meeting Time

Next meeting confirmed for December 4th at 4:15PM. There will be no meeting in November.

6 ADJOURNMENT

Meeting adjourned by Chair Graskey at 5:38PM.

Respectfully submitted by Rebecca Scherf.