

REGULAR MEETING
Tourism Commission

December 11, 2017

Rec Center
2442 Sims Ave.
Meeting Room
2:00 p.m.

AGENDA

Discussion and Possible action on:

1. Roll Call
2. Approval of May 22, 2017 and June 5, 2017 minutes
3. 2018 Grant Requests
4. Adjournment

Meeting Rider

Any person who has special needs while attending this meeting or needing agenda materials for this meeting should contact the City Clerk as soon as possible to ensure a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569, TDD # 346-1556 or by mail at 1515 Strongs Ave., Stevens Point, WI 54481.

Copies of ordinances, resolutions, reports and minutes of the committee meetings are on file at the office of the City Clerk for inspection during normal business hours from 7:30 a.m. to 4:00p.m.

SPECIAL NOTICE

Please take notice that a quorum of the Common Council, City Boards/Commissions may attend this meeting.

TOURISM COMMISSION
May 22nd, 2017 AT 2:00 P.M.
CITY CONFERENCE ROOM – 1515 STRONGS AVE.

PRESENT: Commissioners Bleuer, Disher, Okonek, Oliva and Winn.

ALSO

PRESENT: City Attorney Beveridge; Director Schrader; Suzanne Bostwick - cwACT Board

ITEM #2 – Approval of January, 2017 Minutes.

Okonek called the meeting to order at 2 pm.

Motion made to approve Minutes by Commissioner Oliva, seconded by Commissioner Disher.

Ayes: All Nays: None Motion carried.

ITEM #3 – Application for Grant Proposal

Commission rated and reviewed 5 Proposals.

1. cwACT Haunted House – Presented by Suzanne Bostwick. Currently working on what space the Haunted House will be in. Working with CREATE, Berkshire Hathaway, and others. Marketing not included in the presented budget, but the plan is to work with local theatres to advertise, billboards, and social media. May have National advertising due to special effects reality TV show Suzanne may be a part of. This is to be a re-occurring annual event. Looking to receive \$20,000.

Commission discussed that grants must be “reasonably likely to produce overnight room nights” per the law. Commission discussed this particular event has a small likelihood of “heads in beds”. It is missing the marketing piece which Disher felt is critical to bringing overnight stays, the commission agreed. The commission passed on this grant at this time due to the above items and prohibitive cost.

2. Levitt AMP – Bleuer noted that according to their proposal Levitt “will apply 100% of funds received to increase caliber of artists”. It was agreed that the caliber of the artists is one of the most important factors as it relates to the likelihood of overnight stays. Oliva discussed the quality of life improvement that could benefit the city as it brings entertainment for local residents. Oliva also expressed that there would be long-term benefits should this be an on-going event. Commissioner Disher motioned to grant Levitt AMP \$5,000, seconded by Commissioner Oliva.

Ayes: All Nays: None Motion carried.

3. Fitness Expo – Disher and Okonek raised concerns of the for-profit aspect of the Expo. Commission discussed how to handle for-profit ventures as we believe the money spent should not be extra profit pocketed by the individuals or organizations we fund.

Bleuer stated the Expo is guaranteed to have overnight stays. Oliva questioned whether this is Arm Wrestling only or if it is more like the Wellness convention which used to be hosted at UWSP. Oliva asked if this Expo were to grow what would keep it in Stevens Point versus another community. Disher stated that we should see some financial information from the organizers showing room nights and/or

revenues from prior years for their Arm Wrestling event. The Commission agreed that we need more information before making a decision on whether or not we would approve their grant request and to what extent. Schrader stated he would contact the Expo planner and get more information. The commission decided to pass on this grant application until further information is received.

4. Earth Day – Oliva questioned whether or not this event would happen regardless of funding from us. Disher questioned what work is being done on the Holiday Inn pond. Commission decided to pass on this grant proposal.
5. Cultural Commons – Bleuer and Disher questioned how this would fulfill the overnight room requirements. Commission does not see how it would produce heads in beds. Commission decided to pass on this grant proposal.

ITEM #4 – Election of Officers

Motion made for keeping officers the same: Okonek President, Disher Vice-President, and Bleuer Secretary by Commissioner Disher, seconded by Commissioner Oliva.

Ayes: All Nays: None Motion carried.

Suggested adding an Agenda item to a future meeting to revise the Grant Proposal process and scoring criteria to focus more on overnight stays and factual/statistical information to ensure better decision making.

Okonek and Disher discussed that grant funds are not use it or lose it so we can hold money year to year to use on larger projects that offer a greater tourism benefit.

Item #5 – Adjournment

Motion to Adjourn at 3:00 P.M. by Commissioner Okonek, seconded by Commissioner Oliva.

Ayes: All Nays: None Motion carried.

TOURISM COMMISSION
June 5, 2017 AT 8:00 A.M.
Rec Center Meeting Room

1. Roll Call
2. Recommendation on Grant Proposal
3. Adjournment

1. Roll call

PRESENT: Commissioners Bleuer, Disher, Okonek, and Winn.
EXCUSED: Commissioners Bleuer, Oliva

2. Recommendation on Grant Proposal

Motion by Commissioner Disher seconded by Commissioner Winn to approve the Fitness Expo grant request at \$2,000.

Ayes: All Nays: None Motion carried.

3. Adjournment

Meeting adjourned at 8:05 a.m.