

AGENDA
TOURISM DEVELOPMENT COMMISSION
TUESDAY, September 13th, 2022, 4:30 P.M.
Government Center 204



Video call link: <https://meet.google.com/pad-cpzs-tep>
Or dial: (US) +1 470-635-0272 PIN: 772 567 158#

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.”*

Commissioners: Lindsey Graskey (Chair), Mark Johnson (Council Representative), Steven Pool, JoAnn Jardine, Melissa LaTour, and Pattie Soliday (Vice Chair)

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Meeting Minutes – July 11th, July 14th, August 22nd**
- 4. Presentation from SWIM Creative**
- 5. Report from the Chair**
- 6. Report from the Vice Chair**
5a. Financials
- 7. Welcome Center Grant Status**
- 8. Deadline for Continuing Contracts into 2023**
- 9. Status of Film Incentive Contract**
- 10. Tourism Coordinator Update**
- 11. Future Agenda Items**
- 12. Adjourn**

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.

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.

In compliance with Wisconsin Open Meetings Law, this agenda was posted on 9/9/2022 at the following locations: Superior Government Center, Douglas County Courthouse, and online at <https://www.ci.superior.wi.us/agendacenter>. It was also emailed to the Superior Public Library and the Superior Telegram, and PACT.



Office of the Mayor

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MINUTES

TOURISM DEVELOPMENT COMMISSION THURSDAY, July 11th, 2022 6:30P.M. – Government Center RM 270

The meeting of the Tourism Development Commission was called to order by Chair Graskey at 6:39PM

1. Roll Call

Members Present: Lindsey Graskey, Pattie Soliday, Steven Poole, JoAnn Jardine

Absent:, Melissa LaTour, Mark Johnson

Staff Present: Mayor Jim Paine

Also Present: 3 representatives of SWIM Creative, Shelley Nelson

MOTION by Vice Chair Soliday to take items out of order and consider item #5.

2. Approval of June 24th Minutes

MOTION by Soliday, second by Jardine and carried to approve.

3. SWIM Creative makes presentation.



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MINUTES

TOURISM DEVELOPMENT COMMISSION THURSDAY, July 14th, 2022 1:00.M. – Government Center RM 270

The meeting of the Tourism Development Commission was called to order by Chair Graskey at 1:03PM

2. Roll Call

Members Present: Lindsey Graskey, Pattie Soliday, Steven Poole, JoAnn Jardine, Melissa LaTour, Mark Johnson

Staff Present: Mayor Jim Paine, Chief of Staff Rebecca Scherf

Also Present: Taylor Pederson, Terry Lundberg, Shelley Nelson

MOTION by Vice Chair Soliday to take items out of order and consider item #5.

3. Financials

MOTION by Johnson to table until next meeting to be able to review documents and focus on items 4 & 5 on agenda. Second by Pool. Carried to pass viva voce.

4. Approve Travel Superior Contract

MOTION by Johnson, second by Soliday. Carried to pass viva voce.

5. Approve Bong Center Contract

MOTION by Soliday to strike out “and TDC” from language in item 3. Second by Johnson. Carried to approve.

MOTION by Johnson, second by Jardine to approve. Carried to pass.

Meeting adjourned at 1:29 by Chair Graskey



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MINUTES

TOURISM DEVELOPMENT COMMISSION MONDAY, August 22nd, 2022 1:00 P.M. – RM 270

The meeting of the Tourism Development Commission was called to order by Chair Graskey at 1:11PM

2. Roll Call

Members Present: Lindsey Graskey, Mark Johnson (Council Representative), JoAnn Jardine, Pattie Soliday

Staff Present: Mayor Jim Paine, Chief of Staff Becky Scherf

Also Present: UMFO Riki McManus and Shari Marshik

MOTION by Soliday to move Item 4 in front of Item 3. Motion passed viva voce.

4. Film Incentive Presentation by UMFO

Presentation on Film Incentive given by Shari Marshik of UMFO and how it would relate to tourism in Superior.

3. Financials

Vice Chair Soliday goes over updated financials. Worked with Deb Kamunen in Finance to update as of August 17th. Discussed changes to budget line item definitions.

5. Marketing Coordinator Position

Discussed Marketing Coordinator Position. Job description currently in HR. Discussed alternatives to in house position such as a part time position, contracted position or intern.

6. Discuss Deadlines for Grant Applications for 2023

Discussed deadline for Grant Applications. Possibly will aim for November 1st. Vice Chair Soliday to reach out to TDF for a list of their grant recipients to send out notification of grant changes.

Meeting adjourned at 3:26PM

Respectfully submitted:
Becky Scherf, Chief of Staff

Tourism Development Commission
Working Budget/Commitments
As of September 12, 2022

Projected Funds = **70% of the Total Hotel-Motel Tax Collected** = **\$688,417.39**

<u>Category</u>	<u>Budgeted</u>	<u>Approved</u>	<u>Paid</u>	<u>Remaining Approved Amount</u>	<u>Remaining Budgeted Amount</u>
Tourism Grants	\$75,000.00	\$0.00	\$0.00	\$0.00	\$75,000.00
Related Tourism Partners (Museums, Visitor Center, etc.)	\$200,000.00				
Visitor Center		\$40,000.00	\$0.00	\$40,000.00	
Bong Museum		\$164,243.00	\$0.00	\$164,243.00	
Total Related Tourism Partners (Museums, Visitor Center, etc.)	<u>\$200,000.00</u>	<u>\$204,243.00</u>	<u>\$0.00</u>	<u>\$204,243.00</u>	<u>(\$4,243.00)</u>
SWIM Creative	\$250,000.00	\$250,000.00	\$61,625.00	\$188,375.00	\$0.00
Visitor Guide	\$55,000.00	\$0.00		\$0.00	\$55,000.00
Unallocated	\$108,417.39				
Film Incentives (UMFO)		\$20,000.00	\$0.00	\$20,000.00	
Forum - Advertising for RFP		\$108.25	\$108.25	\$0.00	
Total Unallocated	<u>\$108,417.39</u>	<u>\$20,108.25</u>	<u>\$108.25</u>	<u>\$20,000.00</u>	<u>\$88,309.14</u>
Total	\$688,417.39	\$474,351.25	\$61,733.25	\$412,618.00	\$214,066.14
<u>Collections 2022 (70%)</u>	<u>Q1 2022</u>	<u>Q2 2022</u>	<u>Q3 2022</u>	<u>Q4 2022</u>	<u>Total 2022</u>
Hotel-Motel Tax Collections	\$132,904.36	\$204,198.19	\$76,905.57	\$0.00	\$414,008.12
<u>Collections 2021 (70%)</u>	<u>Q1 2021</u>	<u>Q2 2021</u>	<u>Q3 2021</u>	<u>Q4 2021</u>	<u>Total 2021</u>
Hotel-Motel Tax Collections	\$114,692.19	\$175,407.15	\$251,028.22	\$147,289.83	\$688,417.39
Change:	\$18,212.17	\$28,791.04	(\$174,122.65)	(\$147,289.83)	(\$274,409.27)

Deb Kamunen 09/12/2022