

AGENDA
TOURISM DEVELOPMENT COMMISSION
SPECIAL MEETING
TUESDAY, October 4th , 2022, 4:00 P.M.
Government Center 204



Video call link: <https://meet.google.com/tvk-sevy-vpy>
Or dial: (US) +1 682-302-2729 PIN: 592 112 172#

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, and Pattie Soliday (Vice Chair)

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of 9/13/22 Minutes**
- 4. Chair Report/Film Incentive Update**
- 5. Vice Chair Report**
- 6. Swim Creative Presentation**
- 7. Confirm Next Meeting Time**
- 8. 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.

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 8/19/2022 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 TUESDAY, September 13th, 2022 4:30PM – Government Center RM 204

The meeting of the Tourism Development Commission was called to order by Chair Graskey at 4:32PM

2. Roll Call

Members Present: Chair Lindsey Graskey, Steven Pool, Councilor Mark Johnson, JoAnn Jardin, Pattie Soliday

Absent: Melissa LaTour

Staff Present: Rebecca Scherf, Mayor Jim Paine

Also Present: 3 Members of SWIM Creative

3. Approval of Meeting Minutes – July 11th, July 14th, August 22nd

MOTION to approve by Commissioner Johnson, second by vice chair Soliday. Passed to approve.

4. Presentation from SWIM Creative

SWIM gave update on what they are working on with marketing campaign. Currently gathering summer photos of the surrounding area. Gave presentation on results from discovery meeting.

5. Report from Chair

Chair Graskey discussed ways to better communicate with hotels and motels in the community.

6. Report from Vice Chair

6a. Financials

Vice Chair Soliday gave update on financials

7. Welcome Center Grant Status

Chair Graskey gave update and explained letter from Travel Superior declining 40k grant they received from the Commission.

8. Deadline for Continuing Contracts into 2023

MOTION by Soliday, second by Johnson for applications to be submitted by December 1st and to be voted on by January 31st. Passed to approve.

9. Status of Film Incentive Contract

Update from Chair Graskey. Waiting on contract liaison. Will not be going to council. We hope to have it by next commission meeting.

10. Tourism Coordinator Update
Original draft is done from HR. Commission to review for edits.
11. Future Agenda Items

Meeting Adjourned at 6:36PM

Projected Funds

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Category

Tourism Grants

Related Tourism Partners (Museums, Visitor Center, etc.)

Visitor Center

Bong Museum

Total Related Tourism Partners (Museums, Visitor Center, etc.)

SWIM Creative

Visitor Guide

Unallocated

Film Incentives (UMFO)

Forum - Advertising for RFP

Total Unallocated

TOTAL**Collections 2022 (70%)**

Hotel-Motel Tax Collections

Collections 2021 (70%)

Hotel-Motel Tax Collections

Change:

Deb Kamunen 10/03/2022

**Tourism Development Commission
Working Budget/Commitments
As of October 3, 2022**

70% of the Total Hotel-Motel Tax Collected

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<u>Budgeted</u>	<u>Approved</u>	<u>Paid</u>	<u>Remaining Approved Amount</u>
\$75,000.00	\$0.00	\$0.00	\$0.00
\$200,000.00	\$40,000.00	\$0.00	\$40,000.00
	\$164,243.00	\$0.00	\$164,243.00
<u>\$200,000.00</u>	<u>\$204,243.00</u>	<u>\$0.00</u>	<u>\$204,243.00</u>
\$250,000.00	\$250,000.00	\$93,750.00	\$156,250.00
\$55,000.00	\$0.00		\$0.00
\$108,417.39	\$20,000.00	\$0.00	\$20,000.00
	\$108.25	\$108.25	\$0.00
<u>\$108,417.39</u>	<u>\$20,108.25</u>	<u>\$108.25</u>	<u>\$20,000.00</u>
\$688,417.39	\$474,351.25	\$93,858.25	\$380,493.00

<u>Q1 2022</u>	<u>Q2 2022</u>	<u>Q3 2022</u>	<u>Q4 2022</u>
\$132,904.36	\$204,198.19	\$146,137.87	\$0.00
<u>Q1 2021</u>	<u>Q2 2021</u>	<u>Q3 2021</u>	<u>Q4 2021</u>
\$114,692.19	\$175,407.15	\$251,028.22	\$147,289.83
\$18,212.17	\$28,791.04	(\$104,890.35)	(\$147,289.83)

\$688,417.39

Remaining
Budgeted
Amount
\$75,000.00

(\$4,243.00)

\$0.00

\$55,000.00

\$88,309.14

\$214,066.14

Total 2022
\$483,240.42

Total 2021
\$688,417.39

(\$205,176.97)