

PROCEEDINGS
TOURISM DEVELOPMENT COMMISSION
Thursday March 10, 2022

The meeting was called to order by Chair Graskey at 2:55 pm in 217 in the Government Center.

1. Roll Call

Members Present: Lindsey Graskey (chair), Keith Kern, Bruce Barron (online), JoAnn Jardine, Pattie Soliday

City Staff Present: Mayor Paine, Clerk Ramos (online), Jane Darwin (online), Terry Johnson (online) Deputy Clerk Becken

Members of Public: Shelley Nelson (online), Scott Walling (online), Rob Sandstrom (online), Briana Fiantt, John Gidley, Knute Pederson, Terry Lundberg, Jeff Cushman, Taylor Pedersen

2. Commissioner Discussion on Marketing Proposals

Each commissioner shared their assessments and opinions of the three presentations. Discussions focused on the strengths and weaknesses of each submitted proposal and presentation. Councilor Kern motioned to award the advertising contract to Travel Superior. No second, motion failed.

3. Recommendation on Marketing contract

Commissioner Soliday motioned to recommend awarding Swim Creative with advertising contract. Commissioner Jardine seconded. Through roll-call vote: Barron: yes, Soliday: yes, Jardine: yes, Graskey: yes, Kern: no. Motion passed. Request was made for Contract Analyst Jane Darwin and Finance Director Puetz to proceed with creating a contract.

4. Recommendation for Bong Museum/Visitor Center grant proposal

Commissioner Barron moved to hold this topic in committee until a future date after Travel Superior has answered the questions presented by Commissioner Soliday and Chair Graskey. He would like an opportunity to have Travel Superior available at that future meeting to discuss more. Commissioner Jardine seconded. Motion passed.

5. Recommendation for Travel Superior request on welcome center

Commission to hold in committee until next meeting, so everyone can read the proposal.

6. Adjournment

Commissioner Soliday asked for more financial details in coming months as the funds come available to the commission. She requested information on hotel/motel tax rolls and possible convention center study information.

Adjourned until Thursday, April 7th at 3:00 p.m. in room 270 (Becky Scherf)

Respectfully submitted by Stephanie Becken, Deputy City Clerk