



# Office of the Mayor

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## MINUTES

### **TOURISM DEVELOPMENT COMMISSION MONDAY, July 26<sup>th</sup>, 2022 3:00PM – Government Center RM 204**

**The meeting of the Tourism Development Commission was called to order by Chair Graskey at 3:08**

#### **2. Roll Call**

**Members Present:** Chair Lindsey Graskey, Melissa LaTour, Steven Pool, Councilor Mark Johnson, JoAnn Jardine

**Absent:**, Pattie Soliday

**Staff Present:** Rebecca Scherf

**Also Present:** 3 Members of SWIM Creative, Taylor Pederson

#### **3. Financials**

Commissioner Pool had suggestions for formula errors, Scherf agreed to forward to finance for review and send out updated financials.

#### **4. Determine Process for SWIM Discovery Meeting**

Date and time was set for Discovery Meeting of August 4th from 3-6. Scherf will finalize details with Madelyn of SWIM and send out invite.

Clarification was given by SWIM on who to contact and how many. Chair Graskey will coordinate with COS Scherf.

SWIM gave update on results from their research in the community.

#### **5. Update on Press Release for Marketing Grant**

COS Scherf asks for deadline on getting press release out. Scherf will work with Graskey and Soliday to draft and release ASAP.

#### **6. Marketing Coordinator Position**

Chair Graskey speaks on position and states with city budget likely commission would have to fund at 100%. Asks for alternatives and ideas from commissioners. Conversation to be continued at future meeting.

#### **7. Future Agenda Items**

Film Incentive. Commissioner Jardine to schedule a speaker.

#### **8. Next Meeting Time**

August 4<sup>th</sup> Discovery Meeting to be hosted by SWIM. COS Scherf will send out Doodle Poll for second August meeting.

**Meeting Adjourned at 4:09PM**