



# Office of the Mayor

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## MINUTES

### **TOURISM DEVELOPMENT COMMISSION MONDAY, November 21<sup>st</sup>, 2022 4:30PM – Government Center RM 270**

**The meeting of the Tourism Development Commission was called to order by Chair Graskey at 4:34PM**

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

**Members Present:** Chair Lindsey Graskey, Councilor Mark Johnson (virtual), JoAnn Jardine, Pattie Soliday

**Absent:** Steven Pool

**Staff Present:** Rebecca Scherf,

**Also Present:** 7 Members of SWIM Creative, Shari Marshik & Riki McManus from UMFO

#### **3. Presentation from SWIM Creative**

SWIM gave presentation on TV ad campaign and social media plan

#### **4. Film Incentive Update**

Discussion was had between the TDC and Shari Marshik & Riki McManus regarding the film incentive contract and what items should be considered for reimbursement. It was decided that incentives would include food and would consider air bnbs and short term rentals in addition to hotel stays. MOTION by Graskey and second by Joann Jardine to approve. Passed unanimously. Contract to be sent back to contract analyst for completion and signatures.

#### **5. Tourism Coordinator Update**

Commission discussed tourism coordinator position and details in regards to job description and if the employee should work for the city or be a separate contracted employee paid through the commission. Commission will make edits to the job description and agenda on the next meeting.

**Meeting Adjourned at 6:12PM**