

PUBLISHED MEETING MINUTES

VILLAGE HALL CONFERENCE ROOM

9915-39TH AVE., PLEASANT PRAIRIE, WI 53158

TUESDAY, May 7, 2019, 4:00PM

Present: Craig Anderson, Carol Willke, Nathan Thiel, Mike Pollocoff, Pam Jacobsen, Steve Kumorkiewicz

Special guests: Auditors from RitzHolman: Diana Luttmann, Brian Faulk

Excused: none Absent: none

1. Meeting Called to Order: @ 4 pm by Mike Pollocoff
2. Presentation of Audit – by Diana Luttmann, CPA/Partner, RitzHolman and Brian Falk, CPA, Supervisor, RitzHolman. (Also presenting 990 forms prepared by A&O)
 - RitzHolman Reviewed the PPCVB:
 - Financial statement
 - Independent auditors analysis – received highest review honor we could obtain
 - Net assets
 - Statement and function of expenses
 - Accounting policies and new tax law
 - Cashflows Note & Concentration of risk
 - concentration of revenue
 - Employment contract
 - PPCVB is exempt from Federal income tax
 - Opportunities for change
 - Management oversight
 - Health care reimbursement:
 - Simple IRA plan requirements
 - RitzHolman additionally noted: Full disclosure letter: Significant audit findings: A&O did a great job doing the books; will do trending for us in the future to look at expenditures with comparative peer groups;
 - 990 Review
 - Ms. Luttmann noted that: Legal docs and board minutes are available for public inspection if requested.
3. Board Considered Approval of 990 Forms and Audit; motion was made and 2nd to approve the 990 forms and audit. 990 forms and Audit were unanimously approved
4. Approval of April Board Meeting Minutes: motion made, 2nd and April Board minutes were unanimously approved.
5. Approval of Organization’s Mission Statement: mission statement rewording was recommended by Michelle Williamson.

Previous statement: “It is the mission of the Village of Pleasant Prairie Convention & Visitors Bureau to enhance the economy through tourism by promoting amenities, shopping, recreational and commercial opportunities, in all seasons, within the Village, regionally and beyond.”

Proposed restructuring to: “The mission of the Pleasant Prairie Convention and Visitors Bureau is to enhance the economy through tourism by promoting amenities, shopping, recreational and commercial opportunities within the Village – in all seasons – regionally and beyond.”

A motion was made and 2nd to approve the recommendation. The changes were unanimously approved.

6. Director's Report – Michelle Williamson

a. Website updates:

- i. Landing page completed and went live Saturday, April 26
- ii. Facebook Page is also now live: facebook.com/visitpleasantprairie
- iii. Instagram also live: [@visitpleasantprairie](https://instagram.com/visitpleasantprairie)
- iv. 1st content piece on Jelly Belly will be reviewed on 5/8 for tone/voice of the CVB for future website content creation. Site map for content creation will be considered and approved by May 15.
- v. Website typography, colors and sitemap have been approved. Content tone/voice will be reviewed/approved or sent back for rework by 5/12 and work will begin on future articles/content for site.
- vi. FB has been linked with landing page
- vii. First brochure will be printed shortly. And interactive PDF will be posted for download to the landing page
- viii. Article to appear in May/June Village Newsletter – update for community on where what we've been up to. In addition, the asset assessment taskforce will meet for its third time on May 23 to discuss a summary of the collected surveys, a SWOT analysis (strengths, Weaknesses, opportunities and threats) re: Village assets
- ix. Discussion with Travel Wisconsin re: press release/publicity opportunity for the UANA event
- x. Look for photo contest on the PPCVB landing page in the near future. Details being worked out regarding the contest rules. Winner? Placement on home page of the PPCVB website when it launches.
- xi. Proposal received from McDaniels Marketing in Beloit for work with the CVB on social media outreach, email/marketing campaign to reach potential visitors and spectators.
- xii. Continuing work on our internal grant process. Dragonfest – The CVB will sponsor the 2019 Lake Andrea Dragonfest aiding in getting community sponsors and marketing dollars
- xiii. Williamson met with Craig Anderson & Aquatics to talk about PPCVB event support. As result of conversation, Anderson and Williamsons have found a need for a potential future board conversation re: the sponsorship of the RecPlex. Anderson elaborated on details of how RecPlex sponsorship currently works.

Anderson suggests future consideration of CVB to sponsor the RecPlex vs hotels sponsoring and will consider presenting a proposal package to the CVB.

7. New Business- None

8. Adjourn: adjourned at 5:36 pm

The Village Hall is handicapped accessible. If you have other special needs, please contact the

Village Clerk's Office, 9915 – 39th Ave., Pleasant Prairie, WI (262) 694-1400