

PPCVB Board Meeting Minutes
TUESDAY, July 16, 2019 @ 4:00PM

VILLAGE HALL CONFERENCE ROOM, 9915-39TH AVE., PLEASANT PRAIRIE, WI 53158

Attended: Michelle Williamson, Mike Pollocoff, Carol Willke, Steve Kumorkiewicz, Pam Jacobsen, Craig Anderson, Nathan Thiel Excused: none Absent: None

1. **Call to Order @ 4pm** at the 10214-39th Ave for walk-through of potential CVB rental space
2. **Approve Meeting Minutes for May 28, 2019**
 - Motion to approved minutes 2nd – all in favor
 - No meeting minutes for June 25, 2019 as there was no Quorum
3. **Consider Creation of sub-committee to discuss PPCVB/Partner relationships**
 - Mike Pollocoff noted the need for a committee comprised of approximately 2-3 people to discuss the nature and future of partnerships with tourism related businesses both in and outside of the Village.
 - Our goal is to attract visitors to Pleasant Prairie and we need to continue to ensure that we're attracting events that also yield room nights.
 - Craig Anderson noted that tournaments have more local attachments are continuing to return to the RecPlex. The RecPlex is currently working to encourage more outside events to come to Pleasant Prairie.
 - Carol Willke noted that the CVB needs to identify the roles of the partners and how our relationships will work.
 - Committee members will include: Mike Pollocoff, Carol Willke, Pamela Jacobsen, and Steve Kumorkiewicz.

4. **Executive Director's Report – Michelle Williamson**

2019 Lake Andrea Dragonfest

- approximately 500-600 people-competitors and spectators attended the Dragonfest.
- 10 regional teams and 7 community/corporate teams competed. Lots of great feedback from teams and attendees alike
- Nathan Thiel suggested that perhaps the RecPlex could consider purchasing 10 man boats for the future for practice opportunities and the potential creation of a club teams
- There are other national dragon boat racing companies in the US and Canada. There may be more potential out there to host in the future.
- ~30 ROOM NIGHTS were generated from the dragonfest – Kyle Highberg

Aug. 16-18 UANA PanAm Junior National Open Water Swimming Championships for the Western Hemisphere

- Letters of Visa support have been written for writing letters of support for athletes to obtain VISAs; working to find sponsors for swag for bags for the competitors; countries that desire to attend: Canada, US, Argentina, Ecuador, Colombia, Venezuela and this weekend-Honduras.
- updating website listing/information; uploading pictures; adding listings permissions to CRM system
- Promoting 1st photo contest requirements as "your PP inspiration" and will be added to splash page. Will promote it on FB as well – winner is FB placement 2 tickets to Ren Faire and placement on Web page when launched
- asset taskforce assessment committee wraps up with its final meeting 7/18/19 from 4-5 p.m. in exec conference room. Board members are invited/welcome to attend.
- 49 resumes received and being reviewed; hope to interview beginning last week of July, 1st week of August
- Michelle Williamson will be attending the 2019 Destinations International training and conference next week in St. Louis
- PPCVB insurance has been established

5. Other Business

- Partnership Sub-committee meeting for July 30th @ 2:00 p.m. NO full board meeting.
- Michelle Williamson will set up times for Sandro to inspect [HVAC/ELECTRIC] 10214-39th Ave. Property will need to be rezoned. Discussion held regarding our intention in near future which is to continue to build process and develop procedures not to draw visitors in to the building at this time. Need to be prepared for when visitors do come in. Need to also have Dan visit to assess IT needs. Carol Willke will provide Michelle with information on the cleaning service that the Village uses to have services proposal completed. Also discussion with Jean Werbie-Harris about re-zoning or zoning implications needs to be scheduled.

6. Moved to Executive Session to discuss the compensation package for the Executive Director

- Mike Pollocoff moved to enter into Executive Session; Seconded by Carol Willke, Roll call vote: Mike Pollocoff - Yes, Carol Willke – Yes , Pam Jacobsen - Yes, Craig Anderson - Yes, Michelle Williamson - Yes, Steve Kumorkiewicz - Yes, Kyle Highberg - Yes, Nathan Thiel - Yes.
- Michelle Williamson: The board will return to open session for the purpose of adjournment only.
- Mike Pollocoff moved to return to open session and adjourn the meeting; seconded by Carol Willke; Roll Call Vote – Mike Pollocoff – Yes, Carol Willke – Yes, Pam Jacobson – Yes, Craig Anderson - Yes, Michelle Williamson - Yes, Steve Kumorkiewicz - Yes, Kyle Highberg - Yes, Nathan Thiel - Yes. Motion Carried
- Open session was reconvened at 5:00 p.m. with roll call

7. Adjournment 5:10 – moved and 2nd

- A motion was made to adjourn the meeting by Mike Pollocoff
- The motion was 2nd by Carol Willke and unanimously approved
- Meeting adjourned @ 5:10 p.m.

Future PPCVB Board Meetings:

- September 12, 2019 @ 3:00 p.m.