

**MEETING MINUTES**

**PLEASANT PRAIRIE CONVENTION & VISITORS BUREAU**

VILLAGE HALL CONFERENCE ROOM, 9915-39<sup>TH</sup> AVE., PLEASANT PRAIRIE, WI 53158

Thursday, September 12, 2019; 3:00 PM

A regular meeting of the Pleasant Prairie Convention & Visitors Bureau was held Thursday, September 12, 2019, at 3 p.m.

**Present:** Michelle Williamson, Mike Pollocoff, Craig Anderson, Carol Willke, Steve Kumorkiewicz, Kyle Highberg (remote access)

**Absent/excused:** none

**1. Call to Order**

- Meeting was called to order by Mike Pollocoff @ 3:07

**2. Minutes**

- A motion was made by Mike Pollocoff to approve the meeting minutes from the July 16, 2019 PPCVB Board Meeting. Motion was 2<sup>nd</sup> by Carol Willke. All were in favor and minutes unanimously approved.

**3. Consideration and Approval of Lease for PPCVB Office Site location at 10214 39<sup>th</sup> Ave.**

- Michelle Williamson clarified that the rent, payable to the Village of Pleasant Prairie in the amount of \$350/month would go in part to provide for landscaping and snow removal costs as provided by the Village Department of Public Works and in part to what the Village would have collected in their portion of the taxes.
- Mike Pollocoff noted that the proposed amount of \$350 /month for rent payable to the Village of Pleasant Prairie is a reasonable amount.
- Carol Willke asked about the potential costs for start up and items the house needs being approximated at \$30,000. Michelle Williamson noted that the costs should not be that high.
- Nathan Thiel reminded the Board that the PPCVB offices would not be publicly accessible during these first two years which significantly changed the cost of improvements that would need to be done to the home.
- A motion to approve the lease was made by Steve Kumorkiewicz and 2<sup>nd</sup> by Carol Willke. All were in favor and the motion to approve the lease passed.

**4. Consideration and Approval of attendance at Fall WACVB Conference in Manitowoc for Executive Director and Marketing & Communications Director; motion to allow staff to go to conference**

- Carol Willke motioned to approve the PPCVB staff to attend the Fall WACVB Conference and the motion was 2<sup>nd</sup> by Craig Anderson. Motion was unanimously approved.

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

- Michelle Williamson announced the hiring of Sarah Howard as first Marketing & Communications Director. Initial projects will include, business cards, letterhead, chatchkes, gift bags, table banner/display, newsletter for email signups, reviewing of content articles and photos for website, Visitors Guide, Social Media, reviewing photography and setting wishlist of photos needed, looking at creation of YouTube video of RecPlex as sporting event site to add to our online presence with the SPG ad. Kyle Highberg noted that the PPCVB should connect with Ana Pavlovic who works with Fairfield Marketing re: getting rights to use part of the drone footage as captured by Fairfield's marketing endeavors.

- Update on UANA Event: 5e total competitors from 6 Countries competed including Argentina, Columbia, Ecuador, Honduras, USA and Canada. The event was a success overall – especially when it was the end of day 1 that UANA officials began suggesting that we should host the event again in two years. Luke Towry, Aquatics Supervisor and Michelle Williamson will discuss the potential return of event in 2020 based on the wrap up conversations. Major concern is with logistics of transportation. Kyle Highberg suggested that hotels could have shuttles available to help make transportation needs ease up on the RecPlex. Mike Pollocoff noted that he had received a personal note from Anne Lawless, UANA volunteer official who noted that it was a pleasure working with Michelle Williamson to coordinate the UANA event;
- Central Zone sponsorship – For 2019, taking into account the overall interest of the Fairfield, the RecPlex and the PPCVB in creating a partnership that will benefit all, Michelle Williamson made the decision to sponsor the RecPlex Central Zone Swim meet for \$2,800 to get the PPCVB publication placed at prime locations for the duration of the meet and to have the PPCVB logo printed on the event programs.
- The PPCVB will be advertising the RecPlex/Lake Andrea in SPG Magazine. The ad will appear both in hard copy and online and include a 2-page site-inspection written by SPG. The ad has been completed through collaboration with Samantha Godlewski – RecPlex graphic designer, Michelle Williamson and Sarah Howard. It is anticipated that the ad may launch before the website so Michelle Williamson will be working with Simpleview to ensure redirects.
- Update on Website: Launch date October 22. Michelle Williamson noted that we are behind with content writing and is concerned about pushing for an October 1<sup>st</sup> launch which was the initial date. Michelle further noted that there has been some delay in the recent weeks with getting content for review and with there only being still 2 staff, Michelle was hesitant to push for a date and have to consider revising it. Carol Willke noted that it would have been great to have yet as a writer any of those staff that had been here for the site visit.
- Destinations International conference was huge connection event for the PPCVB and for Michelle Willaims. It was also a great educational opportunity as she attended a PDME course. Certification is highly regarded in the industry (CDME) and is something she intends to pursue in the future.
- Financials – Currently projecting to yield approximately \$30-\$50,000 more than 2018 in hotel/motel tax. Budgeting tracking at low estimate \$630,000 and at high \$660,000. Demand is higher than last year but ADR has been less daily more often than not. Kyle Highberg noted that it is less due to the Stella as they have a niche of clientele than it is the loss of ULINE and Amazon workers in need of lodging. Several projects have concluded which previously made for more overnight needs. Mike Pollocoff spoke to his desire to have Nathan Thiel set up a meeting for him and the PPCVB to meet with Wes Saber of Haribo to get us connected for early input on tourism and to make sure that we find a way to get the project staff from Haribo and the design firm to stay in PP hotels. Haribo will start work at the site in Spring 2020. Mike Pollocoff noted that from his previous experience with them, they are planners, perhaps we could have Michelle Williamson included on their prelim plan for the Haribo Experience.

## 6. Other Business

- Michelle Williamson thanked board members and Village for their support and guidance over this past year as the next time the board will be will be past the 1 year anniversary of her becoming Executive Director.

## 7. Adjournment

- A motion was made by Steve Kumorkiewicz to adjourn the meeting and the motion was 2<sup>nd</sup> by Carol Willke. The motion was approved unanimously.