

## PPCVB Board Meeting Minutes

Thursday, October 17, 2019, at 3:00 PM

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

Attending: Mike Pollocoff, Sarah Howard, Nathan Thiel, Carol Willke, Steve Kumorkiewicz, Craig Anderson;  
Kyle Highberg arrived at 3:14. Mike Pollocoff left the meeting at 3:45 p.m. Absent: None

### 1. Call to Order

- Mike Pollocoff called the meeting to order at 3:05

### 2. Approve Minutes

- Steve Kumorkiewicz motioned to approve the September 12, 2019, PPCVB Board Meeting minutes; Craig Anderson 2<sup>nd</sup> the motion
- All were in favor and the motion passed unanimously

### 3. Introduction of Sarah Howard, new Marketing & Communications Director for the PPCVB.

- Michelle Williamson introduced Sarah Howard, the first Marketing & Communications Director to the Board.

### 4. Updates from the Director of Marketing & Communications – Sarah Howard

- **PPCVB Website Launch:**
  - o Website launch was pushed from October 22<sup>nd</sup> to Nov 13<sup>th</sup>.
  - o Sarah will send the link to the new site to the Board and request Feedback from board members regarding content, listings, overall look, errors, etc.
- **Travel Wisconsin:**
  - o listings on Travel Wisconsin were updated for the remainder of 2019 and 2020
- **SPG ad:**
  - o set to come out in early to mid-November
  - o Per Craig Anderson, additional baseball tournaments have been secured for the summer of 2020. The RecPlex purchased a food cart that they'll have that near the baseball fields
- **KACC B2B Expo Sponsorship:**
  - o The PPCVB will be sponsoring the upcoming Kenosha Area Chamber of Commerce event, the B2B Expo for \$250. Sponsorship includes our logo in the program and on the banner at the event.
- **Works in progress:**
  - o Currently designing business cards, letterhead, thank-you cards, etc. and looking into designing the first PPCVB Visitors Guide.
- **Vision for Visitors Guide:**
  - o Nathan Thiel brought up a conversation he had had with Jean Werbie-Harris of the Historical Society regarding their meeting space and what it will do/how they will promote

it. QR codes may be a way to bring other businesses/sites together to connect and cross-promote.

- **Social Media:**

- Sarah Howard briefly touched on what the PPCVB philosophy of social media will be.
- Posting schedule was discussed. Once website launches additional time will be devoted to social media development.
- #funinthe prairie will be used to encourage people to # their photos and see them in the future on our website.

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

- **Rental Offices:**

- The relocation is complete. The board is invited to drop in anytime.
- We are still finalizing office supplies and small equipment needs. The current total for painting, home improvements, office supplies is around \$20,000.
- We are anticipating a Village welcome/thank you party to be held on November 15 from 4-6 pm for Village Hall Staff specifically for helping us get started and announcing full website launch. We will plan a 2<sup>nd</sup> open house for Village tourism-related businesses between Thanksgiving/Christmas

- **Financials:**

- Hotels
  - Recent trend in increased occupancy, but Village hotels are still trending below last year in ADR
  - Kyle Highberg noted that the quality of hotels is excellent in the Village and the HI Express has, of course, hired a new sales director.

- **RecPlex**

- Michelle Williamsons noted that Luke Towry is leaving the RecPlex.
- Kyle Highberg asked about the interim process and Craig Anderson briefly reviewed the search process.
- Nathan Thiel noted that in a previous conversation with Mike Polocoff it was indicated that the PPCVB would be consider playing a role in the recruitment/retention of a new hire.

## 6. Other Business

- Next meeting is set for the next meeting is Tuesday, November 5, 2019 at 8:00 am at the Doubletree. Breakfast will be provided and the meeting will begin a 8:30 a.m.

## 7. Adjournment

- A Motion was made to adjourn by Kyle Highberg @ 4:06 p.m. Craig Anderson 2<sup>nd</sup> the motion.
- All were in favor and the motion passed unanimously.