



PPCVB Board Meeting Minutes

DoubleTree by Hilton, 11800 108th St., PLEASANT PRAIRIE, WI 53158

Tuesday, November 5, 2019, at 8:30 AM

Attending: Carol Willke, Mike Pollocoff, Sarah Howard, Nathan Thiel, Steve Kumorkiewicz, Craig Anderson, Kyle Highberg Absent: None

1. Call to Order

- Mike Pollocoff called the meeting to order @ 8:24 AM

2. Approve Minutes from October 17, 2019, Board Meeting

- Steve Kumorkiewicz motioned to approve the October 17, 2019 Board Meeting Minutes; Carol Willke 2nd the motion

3. Executive Director's Report – Michelle Williamson

- Simpleview has been granted Travel WI Website contract
- The Fall WACVB conference will be Sarah Howard's first. Both Michelle Williamson and Sarah will attend. Conference is taking place in Manitowoc.
- PPCVB will host 2 launch parties at offices for website/social media traction.
- Village 'thank you / launch' will take place at the offices. The PPCVB will consider other possible sites for initial partner launch with potential attendance volume.

4. Marketing & Communications Report – Sarah Howard

- Sarah Howard launched with review of the new website content.

5. New Website Content Review

- Sarah Howard lead the board through a review of the soon to come website including content review, SEO, additional information to come, GOOGLE Maps, additional content additions to RecPlex pages

6. New Business

- There was no other new business proposed.

7. Adjournment

- Motion to adjourn meeting at 10:30 AM made by Carol Willke. Motion 2nd by Steve Kumorkiewicz.
- All were in favor and the motion passed unanimously