

PPCVB Board Meeting Minutes

PPCVB Offices, 10214 39th Ave., PLEASANT PRAIRIE, WI 53158

Tuesday, December 17, 2019, 4:00 PM

Attended: Mike Pollocoff, Sarah Howard, Carol Willke, Steve Kumorkiewicz, Craig Anderson, Kyle Highberg

Absent: Nathan Thiel

1. Call to Order

- Mike Pollocoff called the meeting to order at 4:05 PM

2. Approve Meeting Minutes from November 5, 2019

- Carol Willke motioned to approve the November 5, 2019 Board Meeting minutes; Craig Anderson 2nd the motion. All were in favor and the motion passed unanimously.

3. Executive Director's Report – Michelle Williamson

- Successful website launch party with Village was held on November 13, 2019, with approximately 45 attendees
- Dragon Fest Update:
 - o UWKC is progressing with setting up the event looking at possible opening ceremony
- Technology
 - o Transition to Microsoft 365: Faced some hiccups. Taking time to get it sorted and coordinate with accountant re: communication.
- Twelfth Night: Holiday Tree Bonfire revival – 6:00 PM January 6, 2020.
 - o The PPCVB co-host the event with the Village and will work with Village staff to promote the event in GO Kenosha, social media and flyers and engage the community.
 - o Working to obtain donations from entities with cookies and hot chocolate
 - o PPCVB not 501c(3) can't obtain (typically) donations for events
- Hotels Meeting
 - o Working to get a meeting on the books with local hoteliers
- Partner Connection/location
 - o Uncertain how large group will be and looking at alternative locations where we can host the event and provide apps/drinks of some sort

4. Marketing & Communications Report – Sarah Howard

- SPG Ad
- RecPlex Ad (winter magazine)
- Online Presence
 - o Google Analytics (graph)
 - o Pixels (collaborating with Village Hall and RP)
 - o Continue to make updates/changes/additions to website (note Board and Agenda/Minutes page)
 - o Social Media
 - FB contest launched to gain traffic
- Discover Guide – conversation with McDaniels re: design possibilities
- RecPlex Guide for event attraction – talking with RecPlex departments to see if there is a need for an all department inclusive brochure
- Bumper Cars – a company is looking to bring bumper cars on ice to the United States and the PPCVB has approached them about the potential of hosting at the RecPlex. Working to coordinate a date with Ice and will move to conference call regarding needs to see if we're a fit.

5. Consider Approval of Board Member Applicants Charlie Breit & Ralph Belliveau
 - Mike Pollocoff reviewed board candidates interview with him and Michelle Williamson and recommended them for board approval. Craig Anderson motioned to approve both as community board members and Steve Kumorkiewicz 2nd the motion. All were in favor and the motion passed unanimously.
6. New Business - None
7. Adjournment
 - Motion was made to adjourn the meeting by Carol Willke. Motion 2nd by Steve Kumorkiewicz.
 - All were in favor and the motion passed unanimously to adjourn the meeting at 5:35 PM