

PPCVB Board Meeting Minutes

Thursday, April 29, 2021, 3:00PM

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

Present: Nathan Thiel, Carol Willke, Steve Kumorkiewicz, Charlie Breit, Mike Pollocoff, Ralph Belliveau, Sarah Howard

Absent: None

1. Call to Order

- The meeting was called to order by Mike Pollocoff at 3:03 PM

2. Approve Minutes from March 30, 2021

- Carol Willke made a motion to approve the March 30, 2021, meeting minutes and Steve Kumorkiewicz 2nd the motion. All were in favor and the motion passed unanimously.

3. Presentation of Audit – Diana Lutman, CPA/Partner, RitzHolman

- Diana Lutman presented the 2020 audit draft to the board.

4. Consider and Approve the 2020 Audit

- A motion to approve the 2020 audit as presented by RitzHolman was made by Charlie Breit. The motion was 2nd by Steve Kumorkiewicz. All were in favor and the motion passed unanimously.

5. Finance Review – Michelle Williamson

- Michelle Williamson reviewed current revenue projections for 2021, provided an overview of 2021 revenue received YTD, and reviewed hotel/motel/short-term stay occupancy for the months of January-April for 2019, 2020, and 2021.
- Pursuant to conversations with the PPCVB Finance committee, Michelle Williamson recommended that the budget be formally considered as showing a 2021 revenue total of \$550,000, PPP1/PPP2 total received as \$63,510 for a 2021 income total of \$613,510; that 51% be designated as Tourism Marketing/Advertising/Development; that 40.58% be designated as Salary, Wages & Benefits; and 8.42% be designated to Operating expenses.

6. Consider and Approve the 2021 PPCVB Budget

- A motion to approve the 2021 budget was made by Steve Kumorkiewicz and the motion was 2nd by Ralph Belliveau. All were in favor and the motion passed unanimously.

7. Executive Director's Report – Michelle Williamson

- The PPCVB recently learned that the La Quinta is currently undergoing room renovations to be completed by May 24 and the PPCVB staff will be scheduling an opportunity to tour the hotel.
- The Hospitality industry continues to be hard-hit by the aftermath of the pandemic. There is a shortage of workers across industries, but the hospitality industry is suffering in all sectors from waitstaff to cleaning staff.
- Hotel rates are beginning to show promise. Area projects are being completed and bringing in business during weeknights and providing a little of a boost for the hotels.

- May 22 will bring a new community event at RecPlex. Brews, Bingo, & Beats will be presented to the community as a free event from 3 PM-11 PM.
- The Renaissance Faire will be returning in summer 2021.

8. Director of Marketing & Communications Report – Sarah Howard

- Our first visitors Mini Guide will be delivered by May 20th and incorporates activities and locations of interest to leisure travel
- Nathan Thiel suggested the addition of the Prairie Highlands Corporate Park – Trail system
- The PPCVB's first photo shoot was held at El Camino with Altura. We forged and strengthened two great relationships which enable us to continue to promote the Village as the welcoming environment that it is and encourage visitors to stay in the Village to play and eat...and extend their stay.
- Recent publication advertising includes: Experience Wisconsin magazine insert, Travel Wisconsin CO-OPs, and Parents Magazine (with Travel Meredith listings).
- National Travel & Tourism week is May 2-8, 2021, and the PPCVB will be promoting various aspects of the Village through Facebook and Instagram.
- Google Universal Analytics (UA) will be switching to Google Analytics 4 (GA4) and for a period of time we will be running both UA and GA4.
- Ralph Belliveau, member of the marketing sub-committee will be presenting on Google Analytics at future board meetings.

9. New Business

- There was no new business.

10. Adjournment

- Carol Willke motioned to adjourn the meeting. Kyle Highberg 2nd the motion. All were in favor and the motion unanimously passed and the meeting concluding at 4:48 PM.