



## PPCVB BOD Meeting Minutes

PPCVB, 10214-39<sup>TH</sup> AVE., PLEASANT PRAIRIE, WI 53158

Tuesday, January 14, 2020, 3:00 PM

Attended: Mike Pollocoff, Nathan Thiel, Kyle Highberg, Craig Anderson, Carol Willke, Sarah Howard, Charlie Breit, Ralph Belliveau      Excused: Steve Kumorkiewicz      Absent: None

### 1. Call to Order:

- Meeting called to order at 3:02 PM by Mike Pollocoff

### 2. Approve Meeting Minutes from December 17, 2019:

- Anderson motioned to approve the December 17, 2019, meeting minutes; Seconded by Willke. All were in favor to approve minutes and motion carried.

Introductions of new board members Charlie Breit and Ralph Belliveau.

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

- PPCVB working on hotelier meeting and ribbon cutting. Meeting to include how we can work together to increase Village overnight stays.
- Twelfth Night Holiday Tree Bonfire review – Excellent event welcomed by both the Village and residents. Will meet with the Village and the Historical Society to discuss 2021 Bonfire event; Board noted weather was fantastic
- Exploring new ice opportunity for RecPlex. Discussion currently with the company, the PPCVB, and the RecPlex with regard to dates available which may result in consideration for a summer event. It would likely be more of a local draw but the novelty of it could expand interest to Milwaukee and Chicago area.
- Partner grants - A date will be set to meet with the partner committee to review grant proposal and anticipates confirmation and review of the program at the next board meeting.

### 4. Financial Review – Michelle Williamson

- Michelle Williamson reviewed current organizational balance
- Nathan Thiel offered the opportunity to discuss opportunities to create marketing/reasons for visitors to come to Pleasant Prairie. Potential has been discussed to collaborate with the PP Historical Society on potential visitor experiences that would engage visitors.
- Mike Pollocoff suggested a fund balance reserve in the event of hotel income loss. Looking at Sweeping funds so that the income from the fund enhances tourism event grants. Pollocoff further recommended the investment in other FDIC protected accounts.
- Ralph Belliveau noted that while the PPCVB does come up in searches through Google locally we have not gained traction in markets such as Chicago. Consideration of how much we should spend on social media advertising and how to work with local businesses to create link-backs to our site is important.
- Charlie Breit noted that in an election year, we cannot assume that media buy rates will remain the same. It is likely that media buys will likely significantly increase.

## a. Consideration to Establish a Base Reserve and Directive to Use All Income from Base Dividends for Tourism Development

- Nathan Thiel made the suggestion of investing in a community foundation where there might be a higher rate of return.
- Williamson noted that the suggested amount to secure is \$300,000 for a back-stop reserve, the amount comparable to the annual income for our strongest performing hotel and should provide the necessary funds to enable the PPCVB to continue operations for a period of time while budgetary adjustments are made. We will make the attempt to stay within Village banks if rates allow.
- Anderson motioned to approve establishing a base reserve of \$300,000 with the understanding that any earned income as a result of the reserve will be re-invested in tourism; Seconded by Highberg. All were in favor and the motion carried.

## b. Consideration to Keep the Remainder of the Current PPCVB Funds Insurable

- Williamson will obtain quotes for the other funds and the board noted that we should look for funds that we feel will meet the needs of the PPCVB.

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

- Howard noted that we would like to develop a marketing sub-committee for additional thoughts, insight, and feedback.
- Simpleview website analytics collected through Simpleview and available on our site dashboard, do not contain website clicks from Howard, Michelle Williamson, and Simpleview employees. 50% of traffic to the website is coming from google and 50% is currently direct traffic. Comparing Simpleview and Google analytics the information thus far is comparable. VisitPleasantPrairie.com has had 822 views since Nov 13. Google analytics shows bounce rate at around 53%;
- December giveaway, celebrating 300 Facebook likes achieved, resulted in @VisitPleasantPrairie gaining 105 new followers in approximately 2.5 weeks time. FB page is approaching 500 likes.
- Instagram currently shows 57 followers who have had consistent interaction
- Twitter – CVBs are trending away from Twitter and putting marketing dollars into other areas. Ralph Belliveau mentioned that we should get the bonfire and other videos on YouTube. Charlie Breit noted that Twitter has failed to influence google searches in general.
- The PPCVB will look to Geo-Target in the near future to help increase website traffic and visitor interaction.
- Discover guide – Being mindful of production and delivery, we are looking to produce our Discover guide in the summer/fall to be ready for a January 2021 distribution. In the meantime, we will work to make our current brochure more robust. Current development does not have us selling paid advertising for prim spots for either the guide or the brochure
- Kudos to the DoubleTree for receiving a wedding wire couples choice award
- WI Lodging Associations magazine has inaccurate hotel information including the location of the DoubleTree and we have reached out to to help get it corrected.
- PPCVB will meet with the Kenosha KingFish to see if there are needs for player's families that Pleasant Prairie may be able to meet
- NCAA Women's USA Triathlon will return to Pleasant Prairie over Labor Day in 2020. Working with RecPlex to see if we can get hotel information for Pleasant Prairie hotels to Experience Triathlon to encourage teams to stay in the Village.
- Howard is reaching out to Pleasant Prairie Neighbors magazine to see if they will consider an article on PPCVB.

## 6. New Business

- There was no new business

## 7. Executive Session – Personnel Issues

- Anderson moved to enter into Executive Session; seconded by Carol Willke. Roll call vote: Pollicoff-Aye; Willke-Aye; Belliveau-Aye; Breit-Aye; Highberg-Aye; Anderson-Aye; Motion carried 6-0
- Mike Pollocoff reviewed executive session requirements for the board noting that no additional business will be conducted after the return to the open session.
- Nathan Thiel and Sarah Howard were excused from the Executive session.

## 8. Return to Open Session And Adjournment

- Anderson moved to return to open session and adjourn the meeting; seconded by Willke; Roll call Vote – Willke-Aye; Pollocoff-Aye; Anderson-Aye; Belliveau-Aye; Breit-Aye, Highberg-Aye; Motion Carried 6-0.
- Meeting adjourned at 4:55 PM.