



## PLEASANT PRAIRIE CONVENTION & VISITORS BUREAU – Meeting Minutes

10214-39<sup>TH</sup> AVE., PLEASANT PRAIRIE, WI 53158; Friday, June 5, 2020, 2:00 PM

**Present:** Mike Pollocoff, Carol Willke, Steve Kumorkiewicz, Charlie Breit, Ralph Belliveau, Craig Anderson, Sarah Howard, Kyle Highberg, Michelle Williamsom      **Absent:** Nathan Thiel;

### **1. Call to Order – Mike Pollocoff called the meeting to order at 2:00 PM**

### **2. Approve Meeting Minutes from Tuesday, January 14, 2020**

- A motion was made by Carol Willke to approve the January 14, 2020, PPCVB Board Meeting Minutes
- Craig Anderson 2<sup>nd</sup> the motion.
- All were in favor and the motion passed unanimously

### **3. Enter into Executive Session – Personnel Matters**

- A motion was made Craig Anderson to enter into an executive session to discuss personnel matters; Steve Kumorkiewicz 2<sup>nd</sup> the motion
- Roll call vote was requested by Mike Polocoff to enter into executive session:
  - Mike Pollocoff– yes
  - Kyle Highberg – yes
  - Carol Willke – yes
  - Steve Kumorkiewicz – yes
  - Charlie Breit – yes
  - Ralph Belliveau – yes
  - Craig Anderson – yes
- The motion Carried 7-0, and the board will return for open session for the remainder of meeting business.

### **4. Return to Open Session**

- Mike Pollocoff called for board members to consider being part of the personnel committee which is currently comprised of Carol Willke and Mike Pollocoff. Ralph Belliveau volunteered to be part of the personnel committee.

### **5. Presentation of Audit – Diana Lutman, CPA/Partner, RitzHolman**

- Mike Pollocoff noted for Diana Lutman that a bonus has been approved by the board of directors, for the executive director, Michelle Williamson, and that the 2019 audit should be adjusted accordingly.
- There were no other questions or concerns brought by the board to RitzHolman regarding the 2019 Audit Draft.

### **6. Consider and Approve the 2019 Audit**

- Craig Anderson made a motion to approve the 2019 PPCVB Audit draft with the revisions as recommended by Mike Pollocoff.
- The motion was 2<sup>nd</sup> by Kyle Highberg.
- All were in favor and the motion carried.

## **7. Consider Approval of a Capitalization Policy**

- Michelle Williamson proposed a PPCVB Capitalization Policy for consideration.
- Mike Pollocoff noted that beyond start-up costs, most purchased items are likely to be under \$2,500
- Steve Kumorkiewicz motioned to accept the PPCVB Capitalization Policy as read by Michelle Williamson: "The Pleasant Prairie Convention & Visitors Bureau capitalizes purchases that have a useful life of 12 months or more and that cost over \$2,500. The fixed assets are recorded at cost and depreciated over their useful life using the straight-line method."
- Carol Willke 2<sup>nd</sup> the motion.
- All were in favor and the motioned carried.

## **8. Consider Approval of an Online Bill-Pay Policy**

- Michelle Williamson noted that RitzHolman recommended an online bill-pay policy for additional oversight. Transactions by check require two signatures but online payment can be done by one person – in the case of the PPCVB, the executive director.
- Carol Willke motioned to accept the PPCVB Online Bill-Pay Policy as read by Michelle Williamson: "It is the policy of the Pleasant Prairie Convention & Visitors Bureau that online bill payment transactions are to occur when they are in the best interest of the PPCVB. Online bill paying transactions will be reported to the finance committee within one week of the transaction or will be reported to the PPCVB Board at the subsequent PPCVB Board meeting."
- Steve Kumorkiewicz 2<sup>nd</sup> the motion.
- All were in favor and the motion carried.
- Mike Pollocoff noted that it would be beneficial to have a finance committee and asked for volunteers. The committee is now comprised of Carol Willke, secretary/treasurer, Mike Pollocoff, president, and Charlie Breit.

## **9. Executive Director's Report & Financial Review – Michelle Williamson**

- COVID-19 has impacted every aspect of tourism, especially the hotel industry. While the stay-at-home order for WI has been lifted, travelers continue to look for more day trips and drive-worthy travel which will continue to impact revenue for the foreseeable future. While travel is likely to pick up in fall, it is more likely that it will be 2022 before we see a return to 'normal' travel. Professional travel will be affected by business desire to continue with viral meetings and event impact may continue to see a decline in # of spectators/competitors.
- Michelle Williamson noted that Sarah Howard has been invaluable making herself available in off-hours to post about/promote area businesses and information that would benefit our tourism partners

## **10. Receive Report Regarding the Impact of COVID-19 on the Hotel Industry – Kyle Highberg:**

- a. Hoteliers and staff are picking up the slack of furloughed employees causing them to do tasks such as cleaning, front desk, and taking care of the restaurant. Kyle noted that this is not just happening at hotels with which he has involvement – it's world-wide.
- b. Hotels are down almost 80% in revenue compared to this time last year and are down almost 75% in occupancy – this makes for a 64% decrease in overall RevPar

- c. Based on current statistics, traveler sentiment, and professional projections, we may be looking at 2023 before we rebound/recover from COVID-19
- d. Cost to keep hotel closed vs operating costs to remain open were a consideration for all hotels as we entered stay-at-home orders. It's common to see hotels that have eliminated more than ½ of their staff to reduce operating costs
- e. Hotels may not be able to return to pre-COVID-19 staffing levels again until 2022-2023
- f. Area hotels anticipate a leisure market to return and have a desire to use amenities before transient occupancy increases.
- g. Foresee leisure market starting to travel more wanting to use amenities; It appears likely that businesses will be looking to increase professional travel pattern in July.
- h. Looking at customer sentiment across several brands, it appears that customers care about how hotels are cleaning their rooms; keeping rooms at a higher level of clean will require hotels to do more hiring and be more transparent with cleaning operations and health of staff.
- i. Drive market is up 75% since the crisis began in March. But overall, traveler sentiment is that there will be less trips taken throughout the summer/fall.
- j. Accounts payable could have a lasting impact across the industry

## **11. Receive Report Regarding the Impact of COVID-19 on the RecPlex – Craig Anderson**

- a. Craig Anderson noted that the RecPlex shut down March 18 and reopened May 25<sup>th</sup>
- b. Event impact: 900 swimmers for Speedo that were ready to swim, but USA swimming was canceling everything
- c. Fieldhouse rentals (BB and VB) also canceled indefinitely
- d. Reopening included plexiglass, reopening standards, and purchase of PPE
- e. Minimally re-opened: Track 6/15; beach 6/24
- f. Baseball tournaments; field restoration completed; 50/60 team tournaments; standards implemented re: social distancing; RecPlex will start doing concessions at the south fields
- g. Larger events have been approved in other communities;
- h. Hoping in Sept to be able to do events inside again. Some aquatic meets are looking to be rescheduled to Sept.
- i. Craig is discussing tapping into virtual for live streaming and archiving with Village IT
- j. Hours of operation will not return to normal until after July 4<sup>th</sup>
- k. Majority of public/members have been respectful of new hours/guidelines
- l. No competitive play indoors at this time.
- m. Health director was impressed with their changes
- n. Sport organizations have been putting effort into their plans as well and they have to meet the RecPlex minimum standards to host events at the RecPlex
- o. The effects of COVID are that the budget of the RecPlex will suffer a 1.3 million dollar loss; furloughed employees;
- p. RecPlex has done a great job with keeping in touch with members and staff; maintenance has been kept on throughout and has been making improvements and addressing maintenance issues.
- q. July 1, 2020, will see the re-opening of the RecPlex begin with Parks and Rec memberships

- r. Kyle Highberg noted that on Thursday, March 12, 2020, the DoubleTree was sold out but when the RecPlex canceled their aquatics event and shot down, they decreased to a 13% occupancy and 4 days later furloughed were furloughing staff

## **12. Director of Marketing & Communications Report – Sarah Howard**

- a. The PPCVB has been hard at work sharing community positivity and supportive posts being sensitive to the impact of each of our posts on the community and area businesses.
- b. Facebook traffic has increased 109% since Dec 21, 2019
- c. We tried a new event in April – the Prairie Egg Hunt. The posts regarding the event performed well gaining likes/interest for our Facebook page and website. There were more than 25 Village restaurants and businesses that participated and their sentiment is that it become an annual event. We will work to enhance it and develop a campaign for it for next year
- d. The PPCVB developed a Village Restaurant Directory and published it along with various business posts encouraging carry-out/delivery/pick-up. Not only did the PPCVB restaurant directory have a huge surge with shares/likes/Followers, but our involvement in the open restaurant list that the Kenosha News published helped to facilitate the inclusion of several additional Village restaurants to be included.
- e. Future Plans for social media include guest bloggers; google ads; social media ads and working to increase opportunities for referral traffic to our site.

## **13. Consider McDaniels (add line from agenda)**

- a. Sarah Howard noted that additional information had been brought to our attention immediately prior to the board meeting and we would like the opportunity to explore additional input from one of the two businesses from whom we've received quotes. Prices have decreased since original quotes were received prior to COVID-19 and we want to explore additional quote information.

## **14. Consider Approval of Contract with Gripko Productions LLC**

- a. Sarah Howard proposed an engagement with Gripko Productions to develop video and photography assets for the PPCVB.
- b. Steven Kumorkiewicz motioned to approve the contract between the PPCVB and Gripko Productions LLC.
- c. Ralph Bellivieu 2<sup>nd</sup> the motion
- d. All were in favor and the motion carried.

## **15. Consider Approval of Partnership Agreement with the Pleasant Prairie RecPlex**

- a. Both Craig Anderson and Michelle Williamson spoke to the partnership between the PPCVB and the RecPlex as an important one to both organizations. This partnership will provide for an equitable opportunity for Village hotels to receive contact/tournament information and for the PPCVB to advocate for RecPlex event hosts to promote Village hotel stays. It will also make it easier on the RecPlex when working with events to refer them to the PPCVB when acquiring rooms.
- b. Kyle Highberg noted support for the PPCVB to have a stronger bond with the RecPlex that will enhance the ability for Village hotels to have a liaison and insight into incoming events.
- c. Mike Pollocoff noted that from the Village standpoint, it creates equity for Village hotels.

*Mike Pollocoff turned the meeting over to secretary/treasurer, Carol Willke, and exited the meeting at 3:59 pm*

- d. Carol Willke called for a motion to adopt the PPCVB/RexPlex Partnership agreement.
- e. Charlie Breit motioned to adopt the PPCVB/RecPlex partnership agreement; Ralph Belliveau 2<sup>nd</sup> the motion.
- f. All were in favor and the motion passed 4-0.
- g. Kyle Highberg and Craig Anderson abstained due to professional interest in the partnership agreement

#### **16. Consider 2020 Board Meeting Dates**

- a. Board members made no further meeting date determination and will consider dates a proposed via email by the executive director, Michelle Williamson

#### **17. New Business**

- a. There was no new business

#### **18. Adjournment**

- a. Craig Anderson motioned to adjourn the meeting; Kyle Highberg 2<sup>nd</sup> the motion.
- b. All were in favor and the motion passed unanimously.
- c. Meeting was adjourned at 4:02 PM