

PPCVB Board Meeting Minutes

Tuesday, September 29, 2020, 1:30 PM

PPCVB Offices, 10214-39TH AVE., PLEASANT PRAIRIE, WI 53158;

Attended: Mike Pollocoff, Carol Willke, Charlie Breit, Ralph Belliveau, Steve Kumorkiewicz, Craig Anderson, Nathan Thiel
Excused: Kyle Highberg

1. Call to Order

- Mike Pollocoff called the meeting to order at 1:33 PM.

2. Approve Meeting Minutes from June 5, 2020

- Steve Kumorkiewicz motioned to approve the June 5, 2020 meeting minutes; Mike Pollocoff 2nd the motion. All were in favor and the motion passed unanimously.

3. Consider Approval of 2019 Form 990 as prepared by Andrea & Orndorff LLC

- Ralph Belliveau motioned to approve the 2019 Form 990 as prepared by A&O LLC; Steve Kumorkiewicz 2nd the motion. All were in favor and the motion passed unanimously.

4. Receive Nominating Committee Recommendations and Consider Approval of Appointment of 2020-2022 New/Returning Board Members

- Mike Pollocoff noted that the appointed nominating committee includes himself as president of the board, Ralph Belliveau, and Carol Willke. The Nominating Committee made the recommendation to re-appoint Kyle Highberg as the Village hotel/motel representative, Craig Anderson – as approved by the Village Administrator, Nathan Thiel – as the RecPlex representative, and Steve Kumorkiewicz as a member at large.
- Ballots for official record were handed out and completed.
- A motion to approve the initial slate of the above-named candidates was made by Carol Willke and was 2nd by Ralph Belliveau. All were in favor and the motion passed unanimously.

5. Receive Nominating Committee Recommendations and Consider Approval of Appointment of PPCVB Board Secretary/Treasurer

- Craig Anderson motioned for approval of Carol Willke to be reappointed to the board as secretary/treasurer. Ralph Belliveau 2nd the motion. All were in favor and the motion passed unanimously.
- Mike Pollocoff noted that we currently have a vacant, at-large member, position available on the board and we will consider an alternate and/or permanent member. Suggestions are welcome.

6. Executive Director's Report – Michelle Williamson

- Michelle Williamson noted that it's been a wild few months between COVID and the riots.
- Michelle Williamson noted the hand-out on the "Summer of COVID" which references the PPCVBs accomplishments in the past few months. She further noted that a few of the highlights have been the PPCVB meeting with Village restaurant representatives; PPCVB was highlighted in publications such as Kenosha News, ON Milwaukee, and appeared on Fox6 Milwaukee re: the closing of Jelly Belly; PPCVB developed stickers/posters related to COVID safety and then reworked and printed them for the PPHS & Museum (marketing for the PPCVB); Summer baseball was beneficial boost travelers and hotel stays; video/photography engagement fell through and we are looking at additional RFPs; Premium Outlets has a new GM and a new Marketing Director and we have established a relationship with them; Twelfth Night Celebration is on – mark your calendars for 1/6/21 at 6 PM.

7. Financial Review – Michelle Williamson

- Michelle Williamson estimated the PPCVB income for 2020 base on recent reporting and additional hotel information. Current estimated annual income is \$363,689.42. Summer sporting events and re-opening of Premium have helped boost leisure travelers in the area and therefore increased hotel stays.
- Income total was down ~37% in total as of July.
- Michelle Williamson and Sarah Howard registered for the fall WACVB conference in November online and paid the \$100 fee was paid electronically.

8. Director of Marketing & Communications Report – Sarah Howard

- Since May 1 the PPCVB has seen an increase in social media followers in spite of a brief silent period out of respect for the local area due to civil unrest.
- We exceeded 2020 social media goals in August that were set in January. FB has had a 77,000 person reach which is equivalent to an 82% increase; We currently have 1000+ FB page likes; Instagram has had a 520 person Reach which is equivalent to a 20% increase. We currently have 229 followers. Our website as seen a 1,485% increase in Users and a 1,261% in sessions since May 1, 2020.
- Popular content has included the closing of Jelly Belly where our messaging was about memories; had great engagement and response; Restaurant content and outdoor content has been well received.
- We have engaged in co-op advertising through Travel Wisconsin with the Daily Herald and have a currently running ad and upcoming banner ads with them. We also ran an ad in the recent RecPlex play by play.
- We are actively seeking out bloggers for the website and recently posted a new blog in 4 tips for great fall photos.
- We've revised our current outlook for the production of a visitor's guide – envisioning now a mini-guide for the PPCVB due to COVID re-projected income; we've bid out the project and we'll likely reach out to the board between now and the next meeting for consideration.
- The PPCVB has engaged with the PPHS to honor the 100th Visitor to the new Pleasant Prairie History Museum. We produced the Press Release and included donated items for the gift basket.
- Nathan Thiel suggested that we consider working with the PPHS on a visitor engagement opportunity that would take visitors through the Village to learn more about historical sites.
- We are considering SEO and Google Ads engagements whether with Simpleview or another provider to increase visibility and potentially engage in ad assistance.
- Additional website pages in the works enhancing Sports page, meetings, and weddings information.

9. New Business

- Mike Pollocoff noted that he has recently seen a picture of Drexel Square on the news with weather reporting from their downtown. There has previously been a weather camera that was at the RecPlex. If still there it may be viable for use for the website for live feed or perhaps news might consider using for reporting. If it doesn't still exist, we could consider adding something that perhaps it includes a wireless weather gauge.
- Ralph Belliveau suggested photo contest next year.
- Sarah Howard shared our newest double-sided flyer with the board.
- Nathan Thiel inquired about potential for bike rentals at the RecPlex. It is something that we could consider for the future.
- Nathan noted that the Village has recently surveyed residents on their thoughts for Momper's Woods and have received ~250 responses. The Park Commission is evaluating the results and Nathan sees the site as having great potential for visitors. He noted that some thoughts that have been prominent in responses are Frisbee Golf and camping.
- Nathan added that the Village plans to do more videoed trail tours like what Nathan has done and will consider a Lakeshore Drive bike video.
- The next PPCVB Board meeting will be held November 10th at 3:00 PM

10. Adjournment

- Carol motioned to adjourn the meeting and Craig Anderson 2nd the motion. All were in favor and the motion passed unanimously. The meeting was adjourned at 2:22 PM