

PPCVB Board Virtual Meeting Minutes

PPCVB, 10214 – 39TH AVE., PLEASANT PRAIRIE, WI, 53158

TUESDAY, November 10, 2020, 1:30PM

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

1. Call to Order

- Mike Pollocoff called the meeting to order at 2 PM. Technical difficulty with virtual systems delayed start of meeting.

2. Approve Meeting Minutes from September 29, 2020

- Craig Anderson motioned to approve the September 29, 2020 meeting minutes. Carol Willke 2nd the motion. All were in favor and the motion passed unanimously.

3. Executive Director's Report – Michelle Williamson

- Though this year has seen multiple events canceled, the RecPlex worked diligently to secure two organizations to host several baseball tournaments beginning in June 2020 and not ending until October 2020. Special thanks to Brett Christopher and the RecPlex for all their hard work running safe events this year. As a result of connections through the RecPlex, we've worked with both organizations and have helped to facilitate consideration of Village hotels for 2021 events gaining consideration for one of our hotels that was not originally included.
- Hockey and swimming are also back to varying degrees at the RecPlex. Weekend of 11/13/20 will bring a Viper Hockey showcase with overnight teams to Pleasant Prairie. Unfortunately, due to travel restrictions, one of the teams that would typically stay over will not be able to. Teams from IL staying overnight are required to quarantine when returning. Swimming has potential to host two tournaments between November and December, but the sign-ups are coming in late. Speculation by RecPlex is that the sign-ups are delayed because COVID-19 restrictions could change in other states making sporting travel difficult.
- The DoubleTree and Fairfield hotels have been great working with Aquatics to create a virtual watch party opportunity at the DoubleTree included with hotel rate.
- Website continues to grow with new pages already added for venues and more coming for weddings and meetings.
- Aerial ball field video has been completed with the help of Village IT's Ryan Marquart. Video will be featured on our SPG online presence and our website.
- Special thanks to Brett Christopher for participating in an SPG Facebook live interview.
- A Village business contacted the PPCVB to inquire about an area business that might accept 200 pumpkins the week before Halloween. We connected them with KAC who coordinated the pick-up and utilized them for adult programming and meals on wheels recipients.
- The PPCVB is participating in the Big Bundle Up Wisconsin thanks to the help of the RecPlex and Village Hall which are allowing boxes to be placed in lobby areas for receipt of items.
- The PPCVB continues with industry education through participation in the Fall WACVB virtual conference.
- The Twelfth Night Holiday Tree Burning is still on. The Historical Society has donated cookies and Jelly Belly beans to the event and the PPCVB is working to obtain a donation for the hot chocolate in addition to providing the s'more packets.

- Nathan Thiel noted that because we are able to host the event outside the event will go on unless there are dramatic changes to County or State guidelines preventing the gathering.
- Nathan Thiel coordinated a meeting with Haribo the first week in November where he introduced a future collaboration opportunity between the Historical Society, the PPCVB, Haribo and the Village. The proposition was well-received by Haribo.

4. Financial Review – Michelle Williamson

- Michelle Williamson reviewed the fiscal health of the PPCVB to date and estimated projected income for 2020 which would put the PPCVB 53% behind last year's total income.
- Summer RecPlex events not held in previous years and the return of the wedding market on a smaller scale helped to offset otherwise extremely down times this summer due to COVID-19 fear and restrictions.
- The current concern is what will happen once it turns cold – because it will. Additional restrictions could significantly affect the projected income for 2021.

5. Consider Approval of Engagement with Marketing Firm for Brochure Production

- Michelle Williamson noted that while there is desire to have a full Visitors Guide, the PPCVB has redirected efforts to an expansion of our current brochure. The board reviewed the results of RFPs that were received.
- Kyle Highberg inquired about printing of the brochures as a lot of the high touch distribution locations such as hotels are no longer allowed or are willing to carry such items. The PPCVB is currently using a QR code on the DoubleTree display board to engage visitors. Carol Willke also noted some hesitancy regarding print. Ralph Belliveau noted that he feels we need to still do something tangible for visitors.
- Michelle Williamson noted that printing was included in the RFP because ultimately, we would need some printed but the distribution of them and volume ordered would need to be revisited.
- Ralph Belliveau motioned to approve the engagement with Vector & Ink.
- Charlie Breit 2nd the motion. All were in favor and the motion passed unanimously.

6. Director of Marketing & Communications Report – Sarah Howard

- Sarah Howard noted that the PPCVB approach to future photography will be a holistic, collaborative approach beginning with the discovery conversation with Vector & Ink. We'll collaborate with them on the creation of our brochure with the intention of developing a priority shot list if needed for it and work with a local photographer.
- Sarah Howard also noted that we have obtained several RFPs that are similar in cost for one-off jobs, but photo rights are important to the organization so the decision will not be as simple as the lower cost for engagement.
- The PPCVB acquired three quotes to review the website. Of the three, the independent contractor who can complete an audit of the PPCVB website and provide an assessment and plan of action is the direction we wish to pursue at this time. Having been just designed a year ago, our engagement with Simpleview should have led to proper SEO at launch time. Because other engagements require an annual contract, the PPCVB wishes to engage with an independent contractor to assess our SEO needs. After some discussion, there is positive support for the independent contractor engagement by the board.
- 2021 SPG site inspection was reviewed by the RecPlex and sent to SPG. Publication is set for the end of December 2020.
- The PPCVB has been collaborating with RecPlex marketing on banners that will be placed inside the building. Sarah Howard shared samples of what has been worked on.

- Sarah Howard shared that the PPCVB banner ad appeared on the bottom of the front page of the Daily Herald's "Time Out" publication. The ad was a result of a partnership co-op with Travel Wisconsin.
- Sarah Howard noted that the PPCVB is working with our partners and Turner PR, the media company working with Travel Wisconsin, to feed into their pitches. Additionally, through Travel WI, the PPCVB has become involved with small group mentorship meeting with Turner PR again taking advantage of the offered co-op.

7. New Business

- There was no new business.

8. Adjournment

- Motion to adjourn the meeting was made by Steve Kumorkiewicz.
- The motion was 2nd by Kyle Highberg and the meeting was adjourned at 2:50 PM