

PLEASANT PRAIRIE CONVENTION & VISITORS BUREAU

MEETING MINUTES

VILLAGE HALL CONFERENCE ROOM

9915-39TH AVE.

PLEASANT PRAIRIE, WI 53158

TUESDAY, February 5, 2019

4:00PM

In attendance: Mike Pollocoff , Steve Kumorkiewicz, Carol Willke, Pam Jacobsen, Craig Anderson, Michelle Williamson, Nathan Thiel

Excused: Kyle Highberg

Absent: Beck Matoska-Mentink

1. **CALL TO ORDER** Meeting called to order by Mike Pollocoff

2. **APPROVE MINUTES**

- Minutes from the January 8th PPCVB Board Meeting were motioned for approval by Craig Anderson and motion 2nd by Carol Willke. Minutes were unanimously approved.

3. **SIMPLEVIEW WEBSITE DEVELOPMENT TIMELINE**

MICHELLE WILLIAMSON NOTED THAT:

- **FIRST CONFERENCE CALL WITH SIMPLEVIEW HAS BEEN COMPLETED**
- **WEBSITE CONTENT CREATION TEAM ARRIVING NEXT WEEK**
 - Arriving on February 12 and leaving the area on February 15 is our 7-person Simpleview website content creation team.
 - Discussion occurred on schedule, tours, and meals and suggestions for PP area additional information to share with Simpleview

4. **TOURISM TASKFORCE**

- Meeting is next Tuesday, February 12 at 4pm in the Village Hall Training
- New member: Tera Greenland – GM for Premium Outlets
- Michelle Williamson reviewed the members of the assessment taskforce from the 1/8/19 meeting minutes noting that Kim Racine – Nothing Bundt Cakes, Jason Miley – Chick-fil-A, and Jessica Brooks – Complex facilities manager DoubleTree, [and Dr. Mario Maritato] are not able to make the first meeting for various reasons but have expressed interest. Nathan Thiel has graciously offered to step off of the taskforce officially as David Spiegelberg, the Regional Travel WI representative in charge of the assessment would like to keep the taskforce to no more than 12 members if possible.
- Michelle Williamson noted that all input is welcome and that even though board members may not officially be on the taskforce, their comments and thoughts can be sent to Michelle and she will be their voice at the taskforce meetings.
- Carol Willke and Craig Anderson offered to be available for any of the meetings if we felt that additional participation would be beneficial.

5. **CONFERENCE CENTER/HOTEL FEASIBILITY PROPOSALS**

- Nathan Thiel elaborated on conference center/hotel feasibility proposals received from HVS/HSP and H&LA and interest of the Village vs the PPCVB in investing in the steps to process the study.
- The board will consider the provided proposals and the necessary steps/information it wants to learn from the studies and respond with feedback.

6. DIRECTORS REPORT

- The Ready Set Go Grant awarded by Travel Wisconsin was approved for \$6,000 For the 1st ever to be held western Hemisphere Uana Jr Open Water Swimming Championships for the 21 and under age group. This is the PPCVBs first applied for and first awarded grant.
- 2018 Financials will be reviewed at the March meeting.
- **ACTIVITY AND PROJECTS**
 - The Village Green Center Kickoff Meeting: was attended by more than 150 and 90 people have signed up to be on one of the sub-committees
 - The Eastern and Western Kenosha County legislative breakfasts held by the Kenosha Area Chamber of Commerce
 - The Chamber's Business after hours at the DoubleTree hosted by Herzing
 - Nothing Bundt Cakes Ribbon Cutting
 - Michelle Williamson has also continued to meet with area business owners to engage in creating partnerships
 - Michelle Williamson discussed project in the works as a 'quickfix' brochure for hotel/restaurant reference including a hotel area map
 - Michelle Williamson is working on master events list for the RecPlex combining all the department's events. Once available it will be shared with the RecPlex departments and the PPCVB Board of Directors
 - Kenosha Restaurant week Feb 2-10

Additional items brought up by PPCVB Board members for discussion. No action was taken on any of the following items:

7. STR REPORTING

- STR has not been contracted yet for hotel information but Michelle Williamson will work to do so.

8. AIR B-N-B

- Nathan Thiel asked for follow-up on the issue of Air B-N-s.
- Michelle Williamson will follow up again with obtaining additional information from a national company that obtains listing and monitors host compliance re: taxes.

9. ADJOURNMENT

- Carol Willke moved to adjourn the meeting. The movement was 2nd by Mike Pollocoff. All were in favor and the meeting was officially adjourned at 5:28 p.m.

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