

PLEASANT PRAIRIE CONVENTION & VISITORS BUREAU

Meeting Minutes

VILLAGE HALL CONFERENCE ROOM, 9915-39TH AVE., PLEASANT PRAIRIE, WI 53158

TUESDAY, March 5, 2019, 4:00PM

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

Excused: Beck Matoska-Mentink

Absent: none

1. Call to Order

- Pollocoff called the meeting to order at 4 pm

2. Approval of February Board Meeting Minutes

- Motion to approve 2/5/19 meeting minutes. Upon motion duly made and seconded, the minutes were unanimously passed.

3. Financial Report

- Financial position statements completed by A&O CPA and provided to the board by Michelle Williamson for December 2018 and January 2019.
- January 2019 income is estimate only as tax check has not yet been received from the Village.

4. Director's Report – Michelle Williamson

• Air Bnb

- Village ordinance changed in Oct. 2018 to require short-term rentals to obtain business license and pay bed tax.
- Nathan will check with Fire Dept. to see if they have address/contact information for Air BnBs in Pleasant Prairie
- Pam Jacobsen motioned for paying for Host Compliance (\$2,500) if we can't obtain address info from Fire or Police Departments. Motion seconded by Carol Willke and unanimously passed by the board.
- Have engaged in contract with STR for \$2,800 for the year. ~~Cost is prorated through June 30 and new year will begin July 1.~~ Correction: Cost is \$2,800 and term runs from Feb 2019-February 2020.

- Utilized by all hotels which typically do a comparative analysis to competitor type hotels.

- Good reports to have/learn from according to Mike Pollocoff and Kyle Highberg.

• Paralympic visitors

- In April '19 the Paralympic Swimming National Team Staff visiting from CO Springs for potential bid to hold the December 2019 National Championships.

- Kyle suggested hotel visit to select hotels to tour – Brochures on hotels/packets; goody bag for them

• Budget/conferences/education for director

- Michelle Williamson noted that there were upcoming conferences that she is considering attending and noted that we are being conscientious with time/responsibility/budget.

- Mike Pollocoff noted that once we have an approved budget, then decisions can be made within that budget as to what conferences we will attend. Conferences in general should be approved due to the personal liability that she takes with her when she attends on behalf of the PPCVB

5. Consider Conference Center/Hotel Feasibility Proposals for Contract - Nathan Thiel

- Extensive discussion held regarding PPCVB entering into a contract for a feasibility study for conference center. No action was taken at this time.

- Because discussion included current actions regarding marketing efforts, Michelle noted upcoming discussion with local marketing firm to take action for social media and initial marketing pieces, and she will look into comparisons to discuss marketing efforts for PPCVB and hotels/businesses.

Nathan had to excuse himself at 6:06 pm for prior commitments.

6. Adjourn: Motion was made and seconded and all were in favor of adjournment at 6:07 pm.