

City of Portage  
Tourism Promotion Committee Meeting  
5:00 PM August 09, 2012  
City Municipal Building, 115 West Pleasant Street  
Conference Room One  
Minutes

Members Present: Marty Havlovic, Rick Dodd, Dawn Schneller and Beth Woyt, Carol LaVigne

Members Excused: Kevin Kasten

Others Present: Marianne Hanson (PACC), Craig Sauer, Destinee Udelhoven, and presenters mentioned below.

**1. Roll Call: 5:00 PM (not enough members present to have a quorum)**

Meeting called to order at 5:15 PM with the above members present, (except Marty who arrived at about 6 pm)

**2. Approval of minutes from June 14, 2012 meeting:**

Motion made by Rick to approve the minutes, 2<sup>nd</sup> by Dawn. Motion passed 4-0.

**3. Public Comment:**

Presentations were made by:

- Dennis Healy (Ad-Lit): For ads in the Wisconsin Travel Guides and on wistravel.com. No action taken at this time.
- Jeff Smith (Baraboo Broadcasting) and Derek Mayolet (Skillet Creek Media): Presentation on advertising to targeting visitors of Devils Lake and Mirror Lake. No action taken at this time.
- Doug Steele (Magnum Broadcasting): Presentation on advertising on 3 different radio stations. No action taken at this time.
- Missy Paulson (Capitol Newspapers): Presentation on Advertising with Capitol Newspapers and adding advertising in "77 Square". No action taken at this time.

**4. Discussion and Action on Claims: Total claims presented are \$24,595.98**

- A. Portage Chamber : 5 Claims (\$360.00, \$6000.00, \$7500.00, \$4000.00, and \$850.00 = \$18,710.00)
- B. Capitol Newspapers: 2 Claims (\$331.67 and \$500.00 = \$831.67)
- C. CBS Outdoor: 2 Claims (\$900.00 and \$900.00 = \$1800.00)
- D. Magnum Communications: 4 Claims (\$503.39, \$1006.78, \$581.38 and \$1162.76 = \$3254.31)

Motion made by Carol to pay the above claims, 2<sup>nd</sup> by Rick. Motion passed by roll call 5-0

**5. Beginning discussion on 2013 budget: We started talking about the budget, will discuss more at next meeting.**

**6. Discussion and action on mural request by PACC:** Brad (PACC) for a Mural Project in Portage, cost presented to us was \$1,500.00 for the 1<sup>st</sup> mural. Motion by Marty and 2<sup>nd</sup> by Carol to pay the \$1500.00 to get the 1<sup>st</sup> mural started, motion passed by roll call 5-0.

**7. Next Meeting Date:**

The next Tourism Meeting will be on Thursday September 13, 2012 at 5:15 PM

**8. Adjournment:**

Motion by Rick, 2<sup>nd</sup> by Carol to adjourn. Motion passed 5-0. Adjourned at 6:23 PM

Respectfully submitted by, Dawn Schneller, Secretary