

**City of Portage
Tourism Promotion Committee Meeting
Tuesday, March 3, 2015, 5:30 pm
City Municipal Building, 115 West Pleasant Street
Conference Room One**

MINUTES

Present: Marty Havlovic, Rick Dodd, Chad Stevenson, Carole LaVigne

Excused: Dawn Schneller

Others: Marianne Hanson, Greg Smith, Craig Sauer

1. Roll call

The meeting was called to order at 5:30 p.m. by Chairperson Marty Havlovic

2. Approval of minutes from previous meeting

No minutes were in packet to approve

3. Public comment

None

4. Discussion and action on claims submitted

Claims submitted:

Ad-Lit	\$1,275
PACC	\$8,000
Circle WI Group	\$395
Capital Newspapers	\$3,000
Parks by Nature	\$1,000
Silent Sports	\$2,152.80
Total Claims	\$15,822.80

Motion by Carole LaVigne, second by Rick Dodd to approve the claims as submitted.
Motion carried unanimously on the roll call of 4-0

Motion by Marty Havlovic, second by Carole LaVigne to approve \$1,000 for materials to be used toward City of Portage entrance signs, with Service Clubs purchasing their own signs. Motion carried unanimously on the roll call of 4-0

Motion by Marty Havlovic, second by Carole LaVigne to approve \$2500 for city banners that will replace existing banners that are deteriorating around the City with the two designs that were presented by Marianne Hanson. Motion carried unanimously on the roll call of 4-0

5. Discussion and actions on various marketing proposals by Portage Area Chamber of Commerce in 2014 and 2015 budget

Greg Smith of Discover Wisconsin gave an update to the committee on their recent program that had run for the past 3 years. Greg presented an opportunity for the City of Portage to partner on another TV episode featuring river community cities. This episode would feature 4 communities in Wisconsin and would air in 2016, 2017 & 2018. Production would take place in 2015

Contacts and delivery of the program will be made by the Portage Chamber of Commerce. A creative meeting with the Chamber of Commerce would be held this spring to determine what information would be included. Cost is \$11,000.

Carole LaVigne commented that this is good for Portage and we should do it. Rick Dodd asked how payments could be divided. Greg Smith let the committee know that 50% could be paid this spring and the other 50% in 2016. Rick Dodd also asked to have a revised budget for the next meeting to review.

Motion by Carole LaVigne, second by Chad Stevenson to approve the Discover Wisconsin Episode for \$11,000 with one payment of \$5500 made in spring of 2015 and the other payment of \$5500 made in spring of 2016. Motion carried unanimously on the roll call of 4-0

6. Update, discussion and action on informational signage in Portage

Marianne Hanson gave an update on the banners around the City. There are 60 areas around the city that currently hold banners. With the \$2500 budgeted for 2015, the committee should be able to get about 27 new ones and mix them in with the current ones in storage. The Public Works Department will need to replace some of the banner brackets as well and will cover that cost.

Discussion on placing the logo on the water tower. Marty Havlovic will need to meet with the Mayor to discuss costs and bring them back to the committee.

7. Next meeting date to be determined

Discussion on not meeting every month. Next meeting June 2nd at 5:30pm

8. Adjournment

Motion by Chad Stevenson, second by Carole LaVigne to adjourn at 6:15pm. Motion carried unanimously on the roll call of 4-0

Minutes submitted by Marianne Hanson