

**City of Portage
Tourism Promotion Committee Meeting
Tuesday, June 2, 2015, 5:30pm
City Municipal Building, 115 West Pleasant Street
Conference Room One
Minutes**

Members Present: Marty Havlovic, Rick Dodd & Carole LaVigne

Members Excused: Dawn Schneller & Chad Stevenson

Others Present: Marianne Hanson

1. Roll call

The meeting was called to order at 5:30 pm by chairperson Marty Havlovic

2. Approval of minutes from previous meeting

Motion by Carole, second by Rick to approve the previous minutes. Motion carried unanimously on the roll call of 3-0.

3. Reorganization of committee – selection of chair, vice-chair and secretary

A motion was made by Rick, second by Carole to nominate Marty as the chairperson. Marty called for other nominations 3 times. No others were submitted. Motion carried on the roll call of with Rick and Carole in favor and Marty abstain.

A motion was made by Marty, second by Rick to nominate Carole as vice chair. Marty called for other nominations 3 times. No others were submitted. Motion carried unanimously on the roll call of 3-0.

A motion was made by Carole, second by Marty to nominate Rick for secretary. Marty called for other nominations 3 times. No others were submitted. Motion carried on the roll call of with Marty and Carole voting in favor and Rick opposed.

4. Public comment

None

5. Discussion and action on claims submitted

A motion was made by Carole, second by Marty to approve claims as submitted in the amount of \$27,861. Motion carried unanimously on the roll call of 3-0.

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

Discussion on brown heritage signs that were replaced. If funds are available, the committee can help with some of the costs, but Rick asked to first get a budget to confirm we have the funds to spend. Marty will talk with the City Treasurer. No action taken.

Marianne gave an update on the following:

- 34 pole banners have been installed, 17 are of the canoe and 17 of the flag. There

are 60 locations in total, so the committee will need to look at ordering more in 2016 to replace them all.

- the pole banners on the Hwy 33 bridge will need to be replaced for this winter. The elements and the wind are hard on the material. The committee suggested looking into a mesh type of material.

- Discover Wisconsin has started filming for the 2016/2017 Wisconsin River Communities episode.

- We are waiting for the approval of the newly revised sign ordinance in order to move forward with the service club signs at the entrances to Portage.

- Our Wisconsin Magazine has over 98,000 subscribers now and is printing an additional 90,000 copies of the next publication to give away.

- the Concert in the Park Independence Celebration is scheduled for Friday, July 3rd and this year we have the 132nd Army Brass Band performing as well.

- The Chamber hosted a meeting with some of our hotels and they shared a recap of their winter season. They also would like to promote their locations this summer as "better value pricing, better vacation – staying at their location gives you more money to spend on your vacation." They will also be promoting golf package and waterpark packages.

- The Surgeons Quarters is now open for the season from Wed – Sun, Agency House is open from Tues – Sun, Museum at the Portage is open Thurs – Sat and Civic League on Sat.

7. Next meeting date to be determined

August 4th at 5:30pm and ask groups to come give reports on activities that have taken place. Send letters for 2016 requests to groups this summer and the deadline is August 31, 2015 to return fund requests.

8. Adjournment

The meeting was adjourned at 5:51pm with a motion by Rick, second by Carole. Motion carried unanimously on the roll call of 3-0.

Minutes submitted by Marianne Hanson

City of Portage Tourism Promotion Committee 2015 Schedule of Vouchers

Date	# of Invoice	Vendor	Description	Account	Amount		
5/1/15	12996	Portage Area Chamber	Concert in the Park/4th of July	710	\$ 7,000.00		
5/4/15	104312	Laughlin Constable	Daily Herald	296	\$ 1,295.00		
5/20/15		Downtown Portage Inc.	Canal Days 2015	710	\$ 2,000.00		
5/1/15		AdLit	WT Event P&L	296	\$ 560.00		
5/5/15	20150337	Two River Sign	Banners	296	\$ 2,375.00		
2/19/15	16500	Just A Game	Gym Banner 2/1/15-2/1/16	296	\$ 500.00		
5/24/15		Tribune Media Group	Chicago Tribune Travel	296	\$ 1,000.00		
4/1/15	12934	Portage Area Chamber	Discover WI Program	296	\$ 5,500.00		
3/25/15	512	Our Wisconsin	April/May 15 Magazine	296	\$ 786.00		
3/30/15		Ft. Winnebago Surgeons Quarter	15 Tourism Funds	730	\$ 2,500.00		
3/20/15	2280057	Capital Newspapers	Col. Co. Planner	296	\$ 2,050.00		
2/1/1/15	12893	Portage Area Chamber	Walk Tours	720	\$ 300.00		
2/28/15	2262327	Capital Newspaper	Behav	296	\$ 3,000.00		
5/26/15		Portage Historical Societ	2015 Grant	726	\$ 6,000.00		
<div style="display: flex; justify-content: space-between;"> 6/1/15 AdLit WI Travel Guide </div>							
240-00-56000-					TOTAL	296	\$ 1,275.00
						\$ 26,586.00	

27861.00

Approved for payment at 6/2/15 meeting of the City of Portage Tourism Promotion Committee


(Marty Havlovic, CPTPC Chair)

 June 2 2015

Account:
 222 Water & Sewer Charges
 292 Printing/Publishing
 296 Marketing
 710 Community Events
 720 Chamber of Commerce

726 Portage Historical Society
 728 Zona Gale Center
 730 Grants/Contributions
 790 Miscellaneous Expense