

**City of Portage  
Tourism Promotion Committee Meeting  
Tuesday, September 1, 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, Mike Hurd, Klay Vehring, Margaret Rudolph, John Waldman and Michele Abler

**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. Public comment**

None

**4. Discussion and action on claims submitted**

A motion was made by Rick, second by Carole to approve claims as submitted in the amount of \$2,891.00. Motion carried unanimously on the roll call of 3-0.

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

Discussion on the mural at the former Hill Ford building on hold, the one at Wilz Drug building and another one at Head 2 Toe Salon would happen instead.

Marianne informed the committee that she held a meeting with the hotels and Cascade Mountain to begin discussion on winter promotions. A brief discussion also took place to recap the summer months for occupancy and those hotel managers at the meeting stated they had a good summer filling rooms.

**6. 2016 budget deliberations**

Mike Hurd of the Greater Portage Youth Education Foundation (GPYEF) presented to the group his request for \$5000 in 2015 and \$5000 in 2016 for the lighting and water project at the school athletic fields and also Lawton Field. Total project cost is approximately \$450,000 and he currently has \$80,000 raised with another \$100,000 anonymous donor. The kids will be asked to get involved in the fundraising by selling at least one brick per person. He estimates 670 kids are going to be affected by this project. Marty asked Mike if the intent would be to host softball and baseball tournaments once the new lights were installed and Mike said absolutely they would do that.

John Waldman of the Portage Historical Society gave an update that the restoration at the Museum at the Portage is completed and they had a good summer. He spoke about windows that are in need of repair and he would like to get the City to help with this. Otherwise the building is in good shape, with any leaks being fixed. Marty asked if they planned to hold any special exhibits next year and John stated that it is on their agenda to try and have an author once a month make presentations.

Klay and Margaret gave a report on Kiwanis Ride To Read which will be on August 13, 2016. They had 76 riders and hotels would have been needed for riders from at least 10 different locations. The event is gaining traction and many riders commented that it is one of the better organized rides in the area. The group passes out books to kids with the proceeds from the event.

Michele gave a report on Surgeons Quarters that they currently have 2 employees and they have been staffing the site this summer. This year for them has been much better in attendance than the past 2 years. No 2016 requests had been received from FWSQ yet and she said she will check on these. She also gave the requests she had from 2015 and still needs to submit for payment of \$180 for Harvest Fest (still to happen on Oct 10, 2015), \$300 for Flag Day (June 2015) and their direct subsidy request. The \$300 Canal Days request was to be all combined into one request with DPI and Canal Society at a meeting prior this year. Marty will look into getting the Harvest and Flag Day 2015 grants added to the list.

Marianne gave a report on requests for the Chamber of Commerce direct subsidy, Concert in the Park/Independence Celebration on July 2, 2016, Taste of Portage on August 26 & 27, 2016 and also the Downtown Walking Tours guided by Judy Eulberg on the first Saturday of the month for June – Aug 2016.

Marianne discussed with the committee a proposed list of advertising options and reviewed 2015 as well as some of the ads that are still in place for this fall and winter season. A proposed budget at \$58,457 was submitted for 2016.

Discussion on lift ticket purchases for winter season with hotels. Tickets need to be purchased in sets of 100 from Cascade Mountain. The tourism committee will start with purchasing 200 tickets and then sell them to the hotels for \$18. The committee price to purchase from Cascade Mountain is \$36 a ticket. The hotels can then use the tickets in their winter packages, but cannot sell them as an outlet for lift tickets.

Discussion on purchasing promotional items to give away at the events/trade shows we attend and to the groups who come to visit. A proposed amount of \$2000 for 2016 was submitted. The committee liked the idea of a cloth bag with a flat bottom to place literature.

Some past groups that had submitted requests in 2015 have not submitted any for 2016 and Marianne should check with them.

The City of Portage will now be taking 2% of the budget for administration fees in 2016.

Items added to the 2016 budget request at the meeting included: \$58,457 for advertising, \$2000 for the blue interstate signs, \$2500 to complete the purchase of the remaining banners, remaining balance of \$5500 for the upcoming Discover Wisconsin program, \$1500 for the mural project, administration fee for the City of \$2440, FWSQ allocation of \$2500, \$1000 to WWII Museum and \$7000 for PCA. This puts the total requests submitted at the meeting to be \$165,797. Committee members should review the proposed budget for the next meeting keeping in mind that it needs to be approximately \$135,000 for 2016.

**7. Next meeting date to be determined**

October 6, 2015 at 5pm. (earlier meeting time than normal)

**9. Adjournment**

The meeting was adjourned at 6:51pm with a motion by Carole, second by Rick. Motion carried unanimously on the roll call of 3-0.

Minutes submitted by Marianne Hanson