

City of Portage
Tourism Promotion Committee Meeting
5:30 pm on Tuesday, April 12, 2016
City Municipal Building, 115 West Pleasant Street
Conference Room Two
Agenda

1. Roll call
2. Approval of minutes from previous meeting
3. Public comment
4. Discussion and action on claims submitted
5. Discussion and actions on various marketing proposals by Portage Area Chamber of Commerce in 2016 budget
8. Adjournment

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

Members Present: Marty Havlovic, Rick Dodd and Carole LaVigne

Members Excused: Chad Stevenson and Dawn Schneller

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 Rick, second by Carole 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 Carole, second by Rick to approve claims as submitted in the amount of \$13,045.00. Motion carried unanimously on the roll call of 3-0. Claims listed were Portage Area Chamber of Commerce 13090 \$8000, Laughlin Constable 109166 \$800, Laughlin Constable 109183 \$2950, Laughlin Constable 109158 \$1295

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

Marianne gave an update to the committee:

- the Discover Wisconsin bill that remains of \$5500 can be divided into payments of \$3000 in 2016 and \$2500 in 2017.
- the committee will not need to purchase the ski tickets from Cascade Mountain and distribute. Cascade Mountain will sell the tickets directly to the hotels that tourism was going to work with.
- a report was received from Just a Game in WI Dells that 300,000 people attended their facility this past year in which the committee has an advertising banner promoting Portage.
- the Dept. of Tourism will be making changes to the Official Wisconsin Travel Guide and it will now be including advertising. The publication will be for the 2016 and 2017 years. The committee agreed to advertise with a 1/3 square size ad.
- the summer online campaign with Capital Newspapers in the Chicago market had close to 5000 clicks delivered. Overall a good response to this campaign.

6. 2016 budget deliberations

Marianne distributed a revised version for marketing/advertising based upon the budget numbers of \$46,300.

7. Next meeting date

January 5, 2016 at 5:30pm

8. Adjournment

The meeting was adjourned at 5:46pm with a motion by Carole, second by Rick. Motion carried unanimously on the roll call of 3-0.

Minutes submitted by Marianne Hanson