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
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 2015 budget
6. 2016 budget update
7. Next meeting date to be determined
8. Adjournment

City of Portage
Tourism Promotion Committee Meeting
Tuesday, October 6, 2015, 5:30pm
City Municipal Building, 115 West Pleasant Street
Conference Room One
MEETING MINUTES

Members Present: Marty Havlovic, Rick Dodd, Chad Stevenson & Carole LaVigne
Members Excused: Dawn Schneller
Others Present: Marianne Hanson, Carmen Griffith, Craig Sauer

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 4-0.

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 $2,868.00. Motion carried unanimously on the roll call of 4-0.
Claims listed were $500 Wisconsin Bike Federation, $768 Our Wisconsin Magazine, $1200 Circle Wisconsin, $400 Zona Gale Celebrates Friendship Village

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

Marianne gave an update to the committee on Taste of Portage. Many vendors sold over 500 food items and some ran out of food and had to go back to their restaurant and restock. One business had their 2nd best weekend event during Taste of Portage.

The Our Wisconsin magazine featured Portage and Columbia County in a 3 page earned media editorial. The committee has been taking ads in this publication for quite some time now.

Marianne let the committee know that we will moving the Magnum Media funds to ads with Journal and Topics for $1640 from the 2015 advertising. This publication will cover 1 million households in the Chicago market with a paid subscription and be used to kick off the winter season with our campaign for skiing at Cascade Mountain. We also sent 3,000 brochures to be distributed in this newspaper as an insert.

Marianne informed the committee that all the bike loops have been signed for Columbia County. The Chamber is working on collecting 2016 events for the upcoming publications/advertising. The Tourism Committee had also reserved $1000 to help with the costs of the entrance signs for the Service Club Organizations. These sign locations are now included in the new proposed sign ordinance.

Discussion on lift ticket purchases for winter season with hotels. The committee will purchase tickets from Cascade Mountain and sell them for the value of $36 each, not the lower price of $18 that was previously discussed. Marianne should find out how many tickets are needed for each hotel and the committee will decide how many to purchase at the next meeting.

6. 2016 budget deliberations

The committee budget goal is $135,000 for 2016. The City will be charging a fee of 2% for administrative costs. The committee went through the proposed budget line by line with discussion.

The request from the GPYEF was discussed with the concern that the City is already borrowing money to contribute to the project. It is not able to be included at this time, but could be looked at a later time.

Marty asked that a report from the Concerts at the Portage be given next year with estimated attendance for the performances, estimated sales from the pie and food sold for the concert series and if any lodging facilities had overnight stays.

Discussion on requests from DPI in regards to the Wine Walk and Beer Walk. The requests are not going to be included since these events generate income with admission and the committee did not feel they would generate enough lodging stays. The Ad-Lit Guide and Rack Card request will not be included as well.

The Mural was request was removed from the budget since the committee contributed to that for 2015.

The request for Rendezvous at the Fort for 2016 was reviewed by the committee with discussion on costs and including the event in advertising that is already being done.

After more discussion on places items to remove or reduce, the committee made reductions across the board in order to get to the proposed $135,000 budget. Motion by Carole, second by Rick to approve the budget as presented. Motion carried unanimously on the roll call of 4-0.

Items approved for 2016 Budget:

DIRECT ALLOCATIONS

City of Portage administration fee	$2,000
Fort Winnebago Surgeon's Quarters	$2,500
Historic Indian Agency House	$5,500
Portage Area Chamber of Commerce	$33,500
Portage Center for the Arts	$7,000
Portage Curling Club	$5,500
Portage Historical Museum	$6,000
WWII Museum	$750
TOTAL	**$62,750**

MARKETING/ADVERTISING

Marketing/Advertising Media	$46,300
Banners	$2,500
Discover Wisconsin-2 years	$3,000
Interstate directional signs (blue)	$2,000
TOTAL	**$53,800**

TEAM GRANT REQUESTS

Concerts at the Portage-CCVB	$1,500
Canal Days – DPI	$1,500
Yuletide – DPI	$1,500
Columbia County Fair – Fair Board	$1,250
Rendezvous at the Fort-FWSQ	$1,250
Read2Ride- Kiwanis	$750
Concert in the Park & July 4th- PACC	$6,750
Downtown Walking Tour- PACC	$300
Taste of Portage- PACC	$3,250
Zona Gale Friendship Village-ZG Soc.	$400
TOTAL	**$18,450**

GRAND TOTAL 2016 BUDGET **$135,000**

7. Next meeting date
November 3, 2015 at 5:30pm

9. Adjournment
The meeting was adjourned at 6:28pm with a motion by Rick, second by Carole. Motion carried unanimously on the roll call of 4-0.

Minutes submitted by Marianne Hanson

City of Portage Tourism Promotion Committee
2015
Schedule of Vouchers

Date	# of Invoice	Vendor	Description	Account	Amount
9/1/15	AD2015032	Wisconsin Bike Fed	1/2 page September ad	296	$ 500.00
9/25/15	683	Our Wisconsin	1/4 page Oct/Nov 15 ad	296	$ 768.00
9/15/15	3556	Circle Wisconsin	membership 11/15-10/16	296	$ 1,200.00
9/4/15	15 event	Friendship Village c/o Jeff Grothman	2015 event	710	$ 400.00
240-00-56000-				TOTAL	$ 2,868.00

Approved for payment at 10/6/15 meeting of the City of Portage Tourism Promotion Committee

(Marty Havlovic, CPTPC Chair)

6 October 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