

**City of Portage
Tourism Promotion Committee Meeting
5:30 pm on Tuesday, August 16, 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
6. Discussion and actions on 2017 budget directives and schedule
7. Next meeting date to be determined
8. Adjournment

The meeting location is handicap accessible. If you need reasonable accommodations due to a disability, please contact the City Clerk at 608-742-2176 no later than 48 hours prior to the meeting

City of Portage
Tourism Promotion Committee Meeting
5:30 pm on Tuesday, June 7, 2016
City Municipal Building, 115 West Pleasant Street
Conference Room Two
MEETING MINUTES

Members Present: Marty Havlovic, Marianne Hanson, Bill Kutzke

Members Absent: Carole LaVigne

Others Present: Craig Sauer

1. Roll call

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

2. Election of Committee Chair, Vice-chair and Secretary

- A motion was made by Marianne, second by Bill to nominate Marty as the Chairperson. Marty called for other nominations and no other nominations were received. Motion carried unanimously on the roll call of 3-0.

-- A motion was made by Marty, second by Marianne to nominate Bill as the Vice-Chairperson. Marty called for other nominations and no other nominations were received. Motion carried unanimously on the roll call of 3-0.

- A motion was made by Bill, second by Marty to nominate Marianne as the Secretary. Marty called for other nominations and no other nominations were received. Motion carried unanimously on the roll call of 3-0.

3. Approval of minutes from previous meeting

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

4. Discussion and action on claims submitted

A motion was made by Marianne, second by Bill to approve claims as submitted in the amount of \$24,093.25. Motion carried unanimously on the roll call of 3-0.

5. Discussion and action on meeting date and time

No meeting for July. The next meeting will be August 9th at 5:30pm. September meeting will be scheduled to invite guests to give an overview of their past activities and make new requests.

6. Update on 2016 tourism promotion activities

Marianne gave an update to the committee:

- New bike racks installed in downtown at Commerce Plaza and more will be set throughout downtown by the Business Improvement District.
- HIAH & FWSQ open for the season. FWSQ is in need of an Executive Director and docents for the season. There hours may change now until they find help.
- We are working on new Rockford TV ads for this summer.

- Due to a Daily Herald incorrect order error, we received a free upgrade to a 1/2 page ad which gave us more space to promote upcoming summer events. Almost a \$1000 increase in value.
- We had a couple from Minnesota and Alabama stop by to learn about Portage and the Canal.
- On May 13, there were 22 cars representing the Model A Restorers Club that toured the WWII History Museum and had lunch at the Red Apple Restaurant
- We have shipped 5,000 Portage Visitor Guides to Chicago northwest suburbs through Journal & Topics Media Group.
- The downtown walking tours have started and we had 12 people attend the first one. Out of town guests were from LaCrosse and Waupaca.
- We are working on new ads for the summer print campaigns.
- Events coming up: Canal Days this weekend with Flag Day at HIAH, Concert in the Park Fireworks Celebration on July 2 and International Edsel Club Convention at the Best Western starting July 20.
- The Wisconsin Department of Tourism Specialist for our region, Patrick Reinsma has passed away.

Other discussions:

- Entrance Signs for the service clubs. One sign is proposed to be installed on the Northside of Portage which will hold 12 names on each side.
- Water tower painting – Marty mentioned that the committee should ask the Public Works Director if this will be taking place and possibly add the Portage logo.
- Rockford Travel Show – estimated costs would be \$2500-\$3000 for the show and expenses. Bring this back to the meeting when we begin the budget process for 2017.

7. Adjournment

Next meeting is August 9th at 5:30pm

8. Adjournment

The meeting was adjourned at 6:10pm with a motion by Bill, second by Marianne. Motion carried unanimously on the roll call of 3-0.

Minutes submitted by Marianne Hanson

Date Approved: _____

City of Portage Tourism Marketing Committee 2016 Budget Information							
	Sponsor	2014 Request	2014 Award	2015 Request	2015 Award	2016 Request	2016 Award
DIRECT ALLOCATION				\$ -			
City of Portage administration fee		\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 2,440.00	\$ 2,000.00
Fort Winnebago Surgeon's Quarters	FWSQ	\$ 3,500.00	\$ 2,250.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
Athletic Field	GPAYF					\$ 5,000.00	\$ -
Historic Indian Agency House	HIAH	\$ 5,500.00	\$ 5,000.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00
Portage Area Chamber of Commerce	PACC	\$ 30,000.00	\$ 30,000.00	\$ 33,500.00	\$ 32,000.00	\$ 35,000.00	\$ 33,500.00
Portage Center for the Arts	PCA	\$ 6,000.00	\$ 6,000.00	\$ 7,500.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00
Portage Curling Club	PCC	\$ 4,500.00	\$ 4,000.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00	\$ 5,500.00
Portage Historical Museum	PHS	\$ 7,500.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
WWII Museum		\$ 750.00	\$ 750.00	\$ -		\$ 1,000.00	\$ 750.00
TOTAL		\$ 58,750.00	\$ 55,000.00	\$ 61,500.00	\$ 59,500.00	\$ 69,940.00	\$ 62,750.00
MARKETING/ADVERTISING							
Magnum Radio							
Media -- air and print		\$ 37,780.00	\$ 37,850.00	\$ 48,000.00	\$ 48,000.00	\$ 58,457.00	\$ 46,300.00
Banners	PACC					\$ 2,500.00	\$ 2,500.00
Discover Wisconsin - 2 years	PACC					\$ 5,500.00	\$ 3,000.00
Interstate directional signs (blue)		\$ 1,920.00	\$ 1,920.00	\$ 1,920.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
TOTAL		\$ 39,700.00	\$ 39,770.00	\$ 49,920.00	\$ 50,000.00	\$ 68,457.00	\$ 53,800.00
GRANT REQUESTS							
Concerts at the Portage	CCVB	\$ 2,000.00	\$ 1,500.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 1,500.00
AdLit Guide	DPI					\$ 1,000.00	\$ -
Beer Walk	DPI					\$ 1,000.00	\$ -
Canal Days	DPI	\$ 2,000.00	\$ 1,500.00	\$ 4,000.00	\$ 2,500.00	\$ 2,500.00	\$ 1,500.00
Fine Vine Wine Walk	DPI					\$ 1,000.00	\$ -
Rack Cards	DPI					\$ 1,000.00	\$ -
Yuletide Events	DPI	\$ 2,250.00	\$ 1,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 1,500.00
Columbia County Fair	Fair Brd	\$ 2,500.00	\$ 1,000.00	\$ 2,500.00	\$ 1,500.00	\$ 2,500.00	\$ 1,250.00
Rendez-vous at the Fort 2016	FWSQ					\$ 3,850.00	\$ 1,250.00
Read2Ride	Kiwanis	\$ 1,500.00	\$ 1,500.00	-	\$ 1,000.00	\$ 1,000.00	\$ 750.00
Concert in the Park & July 4th	PACC	\$ 7,500.00	\$ 7,000.00	\$ 7,500.00	\$ 7,000.00	\$ 7,500.00	\$ 6,750.00
Downtown & Waterfront Walking Tour	PACC	\$ 180.00	\$ 180.00	\$ 500.00	\$ 300.00	\$ 500.00	\$ 300.00
Portage Chamber Mural Project	PACC			\$ -		\$ 1,500.00	\$ -
Taste of Portage	PACC	\$ 3,000.00	\$ 3,000.00	\$ 3,500.00	\$ 3,500.00	\$ 4,000.00	\$ 3,250.00
Zona Gale Friendship Village	ZG Society	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 500.00	\$ 400.00
TOTAL		\$21,330.00	\$17,580.00	\$22,900.00	\$20,700.00	\$32,350.00	\$18,450.00
GRAND TOTALS		\$119,780.00	\$112,350.00	\$134,320.00	\$130,200.00	\$ 170,747.00	\$ 135,000.00
01-Sep-15						\$ 135,000.00	

