

TOURISM MEETING - 2/9/2004

PRESENT: Denny Ganz, Nancy Roth, Sue Harris, Mike Czeck, JW Jarvi, Burl Ives, Jill Nelson, Keith Polister

EXCUSED ABSENT: Tami Peoples, Josh Harriet, Cindy Feyder, Don Wendt, Wayne Wahlstrom, Veronica Long

Mike Czeck called the meeting to order at 9:30 a.m. Mike read the Mission Statement & Goals for 2004.

APPROVAL OF MINUTES:

Sue Harris made a motion to approve the minutes amending an incorrect month; Denny Ganz seconded; motion approved.

ACTION: Kerry will correct the typo. No further action needed.

TRAVEL PLANNER:

The committee opened a round table discussion regarding the 2004 Travel Planner. Nancy Roth mentioned her concern of the print being too small. Nancy suggested combining other pages of wording to make the print larger. Burl suggested the Calendar of Events be looked over as a committee and approved. Burl thought other cities were involved in the calendar of events too much. The committee agreed as a whole.

ACTION: Nancy made a motion to have the committee approve next years calendar of events; Denny second; Motion carried

COST OF ADS & LISTINGS FOR 2005:

The committee discussed how much the ads & listings should be for 2005. This will be decided at the next meeting after Bud and Kerry form a report of how many ads and listings of each were sold and paper costs for 2005. This will help in analyzing data and making a decision for the costs for next year.

ACTION: Bud & Kerry will have the data for the March meeting. The committee will make a decision regarding costs.

DISTRIBUTION FOR 2005:

The committee discussed the distribution plan for next year. The committee discussed maybe print a smaller amount and distribute them within businesses as a resource guide. The committee also discussed what the REAL purpose of the guide is? Resource? Or a Lure Piece? The committee feels that it should continue to be both.

ACTION: No further action is needed.

OTHER:

Kerry asked the committee to help in deciding what would be a fair compromise for a listing that was printed wrong on the map. Kaya King was placed on the map in the wrong area.

ACTION: The committee decided a free listing for 2005 was a fair compromise. Burl Ives made a motion to approve this; Jill Nelson seconded; Motion carried.

NEXT MEETING: The next meeting will be held at the Chamber Depot Conference Room, March 1st, 2004 at 9:30 a.m.

MEETING ADJOURNED: A motion to adjourn the meeting was made by Sue Harris and seconded by Denny Ganz. The motion was passed unanimously.

Meeting adjourned

Submitted by Kerry Welch