

TOURISM MEETING - 3/1/2004

PRESENT: Denny Ganz, Nancy Roth, Mike Czeck, JW Jarvi, Burl Ives, Julie Medtke

EXCUSED ABSENT: Tami Peoples, Josh Harriet, Cindy Feyder, Don Wendt, Wayne Wahlstrom, Veronica Long, Sue Harris, Jill Nelson, Keith Polister

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

APPROVAL OF MINUTES:

Denny Ganz made a motion to approve the minutes from Jan. 2004; Nancy Roth seconded; motion approved.

ACTION: No further action.

TRAVEL PLANNER:

The committee discussed the final concerns with the Travel Planner. Print size and monitoring Calendar of Events. This will get discussed further when the book is going to print.

ACTION: No further action is needed.

COST OF ADS & LISTINGS FOR 2005:

The committee discussed how much the ads & listings should be for 2005. Bud explained how the new rates were calculated. Bud explained to the committee that the paper was a huge factor in the increased rates. The committee felt these rates were fair and the advertisers will see the importance in the Travel Planner and will continue to buy the listings and or ads.

ACTION: Nancy Roth made a motion to approve the new rates; Denny Ganz seconded; Motion carried.

LODGING TAX:

Bud proposed a project for the committee to work on. Bud explained to the committee the Chamber board of directors would like to come to a conclusion to either support the lodging tax or not. It was one of the things that they identified at the Board retreat in Jan. as a priority for 2004. Bud conveyed that the Board had instructed him to ask the committee to investigate the pros and con's of this controversial issue and talk to the Membership and see how they feel. Bud explained this is part of the reason that businesses join the Chamber of Commerce. Bud suggested that a survey be created to get input from the membership. Also, possible forums or focus groups should meet with members and other stakeholders who are members of the chamber. The information will be brought back to the board of directors to help them make this decision. Nancy Roth was concerned that the issue should not be pursued at this time until they have CORRECT information. For example: Where is the money going? How is the money divided? What marketing strategies is the money being used for? Among many other issues. Nancy felt this information should be gathered first before they proceed with their proposed project. The committee agreed this information would help members With the decision making process. Nancy also read some questions Ann Lewis wanted the committee to think about when addressing this Lodging tax issue. The committee members decided follow the Boards direction and proceed with the project. A special meeting will be held on March 22nd 2004 at the Chamber of Commerce. This meeting will consist of brainstorming for survey questions and having as much information as the committee can before inviting the County Commissioners to the meeting in April.

ACTION: Kerry will email the committee regarding the special meeting on March 22nd 2004. Kerry will also remind Bud to invite the County Commissioners to the April meeting.

OTHER:

Julie Medtke from Goods from the Woods visited the committee to inform committee members of the events dates this year, dates of workshops in the summer, and to publicize that a MARKET PLACE will be a main focal point this year. The committee expressed interest in having Julie bring brochures to the next meeting for informational purposes.

ACTION: Julie will bring brochures or some type of informational piece for the committee in April.

The committee discussed what months in the summer, if any, that the committee would not meet. The committee has decided to wait making that decision until the proposed project is discussed in more detail. The committee also was concerned with the time frame for the Resort Tour. The committee also talked about changing the direction of the Resort Tour. If this is considered the committee will have to meet in the summer months.

ACTION: Discussion will continue in the April meeting regarding the absent months if any.

NEXT MEETING: The next meeting will be held at the Chamber Depot Conference Room, April 5th, 2004 at 9:30 a.m.

MEETING ADJOURNED: A motion to adjourn the meeting was made by Denny Gantz and seconded by Nancy Roth. The motion was passed unanimously.

Meeting adjourned

Submitted by Kerry Welch