

TOURISM MEETING - 10/6/2003

PRESENT: Denny Ganz, Burl Ives, Keith Polister, Nancy Roth, JW JARVI, Don Wendt, Veronica Long, Jill Nelson, Cindy Feyder

EXCUSED ABSENT: Lilah Crowe, Tami Peoples, Wayne Wahlstrom, Josh Harriet, Mike Czeck, Sue Harris

Nancy Roth called the meeting to order at 9:30 a.m.

SPORT- SHOWS: Bud Stone and Kerry Welch updated the committee on the status booth for the sport show in Minneapolis. The original booth space, which had been cancelled, has been reinstated to the chamber.

Action: A letter of understanding with regard to booth use has been sent to Blue Book representatives Don Wendt and Wayne Schumacher.

TRAVEL PLANNER: Kerry gave an update regarding Travel Planner sales. Kerry informed the committee sales were going well and advertisers were very positive about the Travel Planner. Kerry had many new listings and a few more ads. Kerry is getting the information to Josh at WA Fisher so the book can be prepared for future printing.

ACTION: No further action needed.

DISTRIBUTION PLAN: The discussion continued regarding distribution of the Travel Planner. Bud also informed the committee that the Challenge grant money has been diminished according to past conversations with the county.

Action: Bud will bring an updated report to the next meeting.

RESORT TOUR: The committee discussed the resort tour. The committee felt the turn out was really great this year. Twenty-nine business owners, resort owners and Chamber Members attended. The committee discussed different ways the committee could recruit more members to participate next year. Burl Ives suggested adding an attraction to the tour. Also Burl opened the table for discussion in regards to the "GOAL" of the tour. What is the committee trying to accomplish? What is the main purpose?

ACTION: The committee will continue to work on getting more participation for next year.

OTHER:

Veronica Long discussed what the Grand Rapids Area could gain from the "Goods from the Woods" event. Veronica strongly felt this event could bring economic and Tourism growth. Veronica also asked the committee to think about help promoting this great event for next year. Veronica informed the committee that the Duluth paper visited the event of Friday.

ACTION: No further action needed.

Bud informed the committee the newsletter from the IRCTA had some information that was incorrect. The newsletter stated the Chamber of Commerce supported a bill that involved the reduction of property taxes for resorts.

ACTION: Bud will contact Mike Czeck about the article.

The committee discussed what the bill REALLY consists of. Clarification needs to be obtained before any support can be given. Bud also informed the committee that the bill needs to be presented to the board and a policy decision for support created before it can be supported by the committee.. As of this date this has not happened. The committee talked about maybe a post card, email or other form of a informational piece be given to the Chamber membership once the details of the bill is given.

ACTION: Future decision will take place as information is given.

Don Wendt expressed a concern regarding STAFF working in businesses not knowing where Chamber members are located or where they may have moved to. Don wanted to express the importance of knowing the area and what we have to offer.

ACTION: No further action needed.

The committee requested the November meeting be strictly discussion of the 2004 Committee Goals & Objectives.

ACTION: Kerry will put this on the agenda for the November meeting.

NEXT MEETING: The next meeting will be held at the Chamber Depot Conference Room, Nov. 3rd, 2003 at 9:30 a.m.

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

Meeting adjourned

Submitted by Kerry Welch