

TOURISM MEETING – November 1st, 2004

PRESENT: Denny Ganz, Nancy Roth, Mike Czeck, Burl Ives, Sue Harris, JW Jarvi

EXCUSED ABSENT: Tami Zaun, Josh Harriet, Cindy Feyder, Wayne Wahlstrom, Julie Medtke, Don Wendt, John Kelsch, Cheri Bialke, Cathrine McLynn, Jill Nelson, Keith Polister

Mike Check called the meeting to order at 9:30 a.m.

APPROVAL OF MINUTES:

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

TRAVEL PLANNER:

The committee looked over the 2005 Travel Planner to be printed. The committee discussed different options for next year regarding advertising. WA Fisher will be sending an informational quote for 2006. The information is needed for the Tourism Committees budget. The committee also discussed marketing plans for 2005. Was the committee marketing in the right areas? Were the Travel Planners being distributed where needed? What other options could the committee approach? This is something that needs to be talked about in future meetings. The Lodging Tax outcome will have a lot of effect on these decisions. The committee discussed web traffic on the Grand Rapids Area Chamber of Commerce web-site. The committee requested these reports be brought to the next meeting or emailed. The committee also requested shipping reports from last year. These are needed to decide marketing strategies.

ACTION: WA Fisher will bring the informational quote for the 2006 Travel Planner. Kerry will gather web-site traffic reports and make sure committee members get copies of these. Kerry will also have shipping reports ready for the next meeting.

NEXT MEETING: The next meeting is December 6th, 2004 @ 9:30 am, Chamber of Commerce Conference Room.

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

Meeting adjourned

Submitted by Kerry Welch