



Agenda
Tourism Committee Meeting
Thursday, July 14th, 2022
10:00 am - 11:00 am
Beaver Dam City Hall

I. Call to order and attendance:

- Ruth Metz
- Diana Ogle (Chair)
- Michelle Ovans
- Deanna Springer
- Kay
- Jana Stephens
- Crystal Verran
- Elizabeth Woyt
- Becky Glewen (Advisor)
- Tracy Propst (Administrator)
- Jessica Helman (Tourism Staff)

Occasional Members

- Mitesh Patel
- Mike Waldvogel

II. Review & Approval of June 2022 Minutes

III. Old Business

- a. Billboards – location and approval
- b. MainStreet Employee
- c. Photography – suggestions and locations
- d. J&T Magazine (Diana) – digital proposal for next year

IV. New Business

- a. StatePoint Media – future stories?
- b. WBAY Marketing Proposal
- c. Extra Advertising (Great 98 – radio) other than event ads – Pepper Fest, Rotary Lights, Parade etc.
- d. Inspire magazine
- e. Cost – extra spends (shrpa hotel)
- f. Review of budget and future spends
- g. Jessica gives update on what she’s been doing

V. Adjournment:

Next meeting August 11, 2022