



Minutes
Tourism Committee Meeting
Friday, July 11th, 2022
10:00 am - 11:00 am
Beaver Dam Chamber of Commerce or Zoom

I. Call to order and attendance:

Present:

- Ruth Metz
- Diana Ogle – Chair
- Rich
- Deanna Springer

- Michelle Ovans
- Crystal Verran
- Elizabeth Woyt
- Tracy Propst (Administrator)
- Jessica Helman (Tourism Staff)

- Becky Glewen

Absent: Mitesh Patel, Jana Stephens, Mike, Kay

II. Review & Approval of June 2022 Minutes - *Ruth motioned to approve the minutes, Crystal seconded the motion. Motion passed.*

III. Old Business:

a. **Billboards:** *If we partner with businesses for them to have a billboard they would need to have Life Here is Good and the Visit Beaver Dam links in order to build a campaign. The artwork approval would need to come from the Chamber. Cost would be split between business and Tourism 60/40 with businesses paying 60%. Businesses would need to be a tourism location only and need to be a Chamber Member. Michelle Motions. Ruth Seconds. Motion Passes.*

i. *For current tourism billboards, Arts Billboard will be placed at 65728 location, and Outdoor/Kayak billboards will go to 61489 and 65800 locations. Michelle Motions to approve. Rich seconds. Motion passes.*

b. **Photography:** *Locations decided for photos: Front & Center Park, Swan Park, Marsh, Lake (kayaking and fishing), Annabelle's, Ooga, People by Beaver Dan, The alley*

V. New Business:

a. *StatePoint Media Stories – Agreed to place story in Fun Family Experiences a Drive Away to run 6/16/2022, Fun Holiday Experiences to Put on Your List to run 11/15/2022. Fun Spring Experiences for Wisconsinites to run 4/25/2023. Fall Road-Tripping Ideas Close to Home to run 9/19/2023. \$695 per story. Ruth Motions. Crystal Seconds. Motion Passes.*

b. *Murals – Tracy suggests \$20,000 for a mural. Ruth likes idea of 3D I Love Beaver Dam Sculpture. Discussion Tabled.*

c. *WBAY – Jessica will send out proposal for discussion next meeting.*

Michelle motioned to adjourn, Crystal seconded the motion. Motion passed.