



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

I. Call to order and attendance:

Present:

- Ruth Metz
- Diana Ogle
(Chair)
- Deanna
Springer
- Kay
- Crystal Verran
- Elizabeth Woyt

- Rich
- Tracy Propst
(Administrator)
- Jessica Helman
(Tourism Staff)

Absent:

- Mitesh Patel
- Mike Waldvogel
- Michelle Ovans
- Jana Stephens
- Becky Glewen
(Advisor)

II. Review & Approval of July, 2022 Minutes – Ruth motioned to approve, Rich second. Motion carries.

III. Old Business

- a. Billboards – Went over \$750 of allocated budget because Nancy Zieman billboard was more expensive than originally thought due to location. Crystal makes a motion to increase budget to \$5000 from \$3500. Ruth Second. Motion carries.
- b. WBAY Marketing Proposal – Group thinks we get more people from Chicagoland area. Diana motions not to move forward with. Deanna second. Motion carries.
- c. Journals & Topics in Chicagoland – Positive feedback from others using print. Should we include guide? Do we just highlight certain things? Can we print smaller guide focusing on certain places? Add QR Code? Jessica will talk with Bob about options/proposal for next meeting.
- d. Murals – do we want to put murals behind buildings? Better riverwalk view. Do we want a 3D sculpture? I HEART BD potentially. Should we have a public arts budget? Ruth makes motion to give \$20,000 for public art fund. Deanna seconds. Diana amends that \$20,000 is too much. Crystal suggests we say we are open to up to \$15,000 budget and get quotes on what can be done with that. Diana agrees. Ruth asks what else we would spend the money on? Crystal said she would love to see 3D sculpture. Kay says we should have some of the budget for the mural go to marketing the murals. Do we use QR codes or plaques for info about sections of murals? Diana amends for more Research and Development before moving forward. Rich seconds to do R&D without exceeding \$20,000 for the use of public art. Amendment carries.

IV. New Business

- a. Our Wisconsin Special Edition – Diana makes a motion for a full page as it is a unique issue going to more readers. It will be all about events in Beaver Dam. Ruth Second.
- b. Tourism Website Map – Tracy will send out.
- c. Pepper Fest and Fall Downtown Fest - additional advertising? – Additional Advertising for Pepper Fest, want to do more digital. Last meeting approved \$250 for additional advertising. Use radio ads. Boost on social media. Do we want to do branded content for Pepper Fest and Branded content? Diana motioned to yes, Ruth seconded. Motion carries.



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- d. Civil War Reenactment – Wants to spend the money towards something we have, not making another group so we will pass on bringing the Civil War Reenactment. Deanna motions, Crystal seconds. Motion carries.
- e. Allocation of 2022 Budget through the year – Tracy discussed
- f. Best Dam Fest Ad Completion Updates – Jessica gave completed viewer numbers.
- g. Crystal motioned to adjourn, Diana second.

V. Adjournment:

Next meeting September 8th, 2022