

February 11, 2025

TOURISM COMMISSION MEETING

9:00 am

Davie Meier called the Alma Tourism Board meeting to order as our President. A quorum was reached with the following members also present: Daniel Kordiak, Sandy Schams via Zoom, Kathy Jepsen, and Mayor Rick Champeny. Also in attendance were John Hedley, Heidi Berry and Kelly Herold on behalf of the Chamber.

The Tourism account balance was found to be \$45,298.68. Roughly \$13,000.00 of that was from last year's tax receipts.

Heidi Berry met with the state travel agency, TRAVEL WISCONSIN'S Andrew Nussbaum, who will meet with anyone in the community on February 24, 2025 at 5 pm at the Alma Theater where he will discuss tourism, how to develop and expand it.

Kathy Jepson spoke to the Lt. Governor's office about a meeting regarding meeting with businesses. They will meet in town after checking schedules. This doesn't involve the Tourism Board but it was discussed at the meeting.

The Mayor discussed the Governor visiting Alma for a fishing opener and the many people that sponsoring that event involved. This doesn't involve the Tourism Board but it was discussed at the meeting.

The discussion of new banners will be tabled for a future meeting. This doesn't involve the Tourism Board as the current plan is to change the banners but it was discussed at the meeting and, if the decision is made to continue with the branding of the town as a Swiss settlement, the Tourism Board would have an interest in developing it.

Dan Kordiak made a motion to adjourn and Dan Kathy Jepsen seconded it, all voted Aye.

Respectfully submitted,
Daniel Kordiak, Secretary