

January 14, 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, Kathy Jepsen, Jon Wisneski and Linda Torgerson representing the Mayor, Rick Champeny. Also in attendance were John Hedley, Heidi Berry, Bill Wolcott, Katie Dierauer and Mellissa Krzoska, both teachers, together with 3 students from the Alma High School.

The Tourism account balance was found to be \$43,903.64.

Board member Kathy Jepsen also represented Wings Over Alma, Requested the Board run an ad, up to the cost of \$400.00 on behalf of that group. Kathy Jepsen made a MOTION that the Board pay for an advertisement in the GREAT RIVER ROAD magazine Dan Kordiak seconded it and all members voted to approve the motion even though, at the November meeting of this Board, it was agreed by most members that print advertizing was not effective and that on line advertising was the way to go.

A MOTION was made to provide radio advertising for Castlerock Museums Fire In The Shire event in 2025, up to \$1,500.00, as we have done in prior years. The radio advertising is made in 3 or 4 radio stations surrounding the area and all ads end in the tag line, Only in Alma, even though, at the November meeting of this Board, it was agreed by most members that radio advertising was not effective and that on line advertising was the way to go.

Two Alma High teachers and 3 students discussed the possibility of the students making the 20 banners for Main Sreet. Dan Kordiak pointed out the if the plan is to drop the Swiss shield on the banners, and the branding of Alma, the tourism board should not even discuss the banners as they are a local project, not authorized by the enabling State Statute and should not be on the agenda of this Quasi State Board. The Board member felt otherwise and in spite of Wisconsin State law to the contrary, we would handle the banner issue on behalf of the City of Alma.

Davie Meier, called for adjournment and Kathy Jepsen seconded it, all voted Aye.

Respectfully submitted,
Daniel Kordiak, Secretary