

June 25, 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, Jon Wisneski, Kathy Jepsen, and Mayor Rick Champeny. Also in attendance were John Hadley. Kelly Harold from the Alma Chamber and Jennifer Griffith from the Burlington Hotel.

The Tourism account balance was found to be \$45,298.68 on April 8th and has not changed substantially since then. Linda Torgerson is out and only knows the current balance.

The discussion of the banners continued. It appears that there is one post that does not have one.

A MOTION was made by Sandy Schams and seconded by Jon Wisneski to spend roughly \$200 for another banner. All voted to approve the motion.

A MOTION was made to spend up to \$500 for two banners to fit on the standards on each end of town to advertise the "BEST DAM DAYS" event.

Said MOTION was made by Sandy Schams and seconded by Jon Wisneski and Passed with but one dissenting vote, that being by Daniel Kordiak, who pointed out that the tourism Board is a STATE, not City creation and is ruled by State of Wisconsin Statute which states that tourism dollars should only be spent if the expenditure is "reasonably likely to generate paid overnight stays". The lock and dam has been open for public traffic since he first contacted the Lock and Dam officials as part of Swiss Heritage Days. Never has a guest mentioned that they came to the Hotel as a result of the dam being open to viewing and therefore the expenditure was not a good use of tourism funds. Time will tell.

Daniel Kordiak spend many days updating the Alma Brochure which will hopefully be distributed far and wide. The production and printinng of said Brochure was authorized and funded last year. Jennifer Griffith spoke to the Board to comment that she hoped that the sign in Nelson would not be changed as that sign is what drew her to Alma and then to buy the Burlington Hotel. Dan pointed out that he rhas had many good comments about that sign as well.

Dan Kordiak made a motion to adjourn and Jon Wisneski seconded it, all voted Aye.

Respectfully submitted,
Daniel Kordiak, Secretary