

Tourism of Alma Meeting Minutes

July 30, 2025

The meeting was called to order by Davie Meier, Chairman. Those present were Davie, Rick Champeny, Sandy Schams, Jon Wisneski, Dan Kordiak, Kathy Jepsen and members of the community were Kelly Herold, Pattilyn Champeny and Jerri Schreiber.

The secretary's minutes from 7/8/25 were read and approved.

The city brochure called "Explore Alma" which was created by Dan Kordiak and updated recently was then published and circulated to some businesses by Dan the week of July 19th. With that circulation to businesses an email was then received by Linda Torgeson at City Hall from a business operator who noted that several of the local businesses were not represented in the flyer. That series of events led to this meeting being called to clarify the issue. Dan presented a history of this flyer which years before was a Chamber creation, however due to lack of funding from the Chamber's view then ended up in the City of Alma's oversight and specifically came under the Tourism Commission's purview. With businesses closing and changes in ownership/names the pamphlet evolved into an inaccurate document. Dan's view is also that this was designed to be used outside the city of Alma to pull in tourism despite it being circulated only to city businesses recently. Discussion around whether the cost is worth creating a document which at publication seems already outdated ensued. Jerri brought up a good point that it would be better used as a guide for those visitors, whether day or overnight, who come to Alma to visit and allow our local business representatives to assist the visitors to what is accurate in the pamphlet. Only 1400 pamphlets were created for a cost which is not known for this commissions meeting. Also, it was brought up that it should be all business inclusive which it currently isn't.

Kelly, as Alma's Chamber President, also clarified that the pamphlet appears to identify the Alma Chamber of Commerce as it's creator which isn't true and was never brought to them for approval. Kelly also brought forward the plan from the chamber to create a walking map that would assist visitors in finding local businesses easier.

So, with the conclusion of all the discussion it was proposed to have a meeting with all the Chamber Board members and other relevant city representatives at a September or October Tourism meeting to coordinate as a larger more business inclusive group how to create dispersing of this information to our tourists/visitors to Alma but for the time leave these pamphlets in circulation.

Dan Kordiak made a motion that the Tourism Board members cut their reimbursement from \$50 per meeting to \$10 per meeting. There was not second to this motion and therefore it died.

Dan also brought the possibility of transferring the room tax money to the Board and separating it from the city. The Mayor, Rick, will present this to the city attorney Jon Seiffert for advisement. This was tabled for the next meeting on tourism.

Also, Kelly's contract to assist in working with Vision Design and improving the City of Alma's social media presence was originally thought to be a July to July assessment but now the commissions view is it should be evaluated annually and updated with the December tourism meetings.

Meeting adjourned at 9:45am.

Respectfully submitted,

Kathy Jepsen, Secretary