

Alma Tourism Commission

9/9/25

The meeting was called to order by Chairman Davie Meier at 9am. Present were Sandy Schams, Dan Kordiak, Kathy Jepsen via zoom, and Davie from the committee and Mayor Rick Champeny as well as community members Kelly Herold and John Hadley.

Secretary minutes provided from 7/30/25 and approved. John Hadley requested the minutes be provided electronically with the meeting agenda for the future.

Extensive discussion ensued as to what the job of this commission is tasked with, the success/failure of the Chamber's Best Dam Day event, who we should be advertising to and how, the handling of tourism money by other cities, the lack of "heads in beds" in Alma with really no conclusion for improvement of tourism to our city of Alma.

Rick then presented that an advisory committee of volunteers to promote the greenspace across from the city hall labeled "City Square" will be proposed to the city council 9/17/25. The committee will be composed of members of Chamber, Enhance Alma and the Mayor and perhaps community representative.

Signage was then discussed. The Nelson sign could be cleaned and revarnished Dan thought for about \$500 and he will investigate this for spring 2026. Then there was discussion around the signs on the North and South ends of town as to changing the design. Possibility of changing the house at the top of the stairs to some landmark that visitors can actually visit or tour. Plan is to get a quote for next year and update them then. Dan has a number he will get for this to be done in the spring.

Davie shared a thank you received for tourism and the updated ad in Our Wisconsin Magazine.

John Hadley shared the In Focus magazine article featuring Buffalo County in the July edition with area pictures and interview by the county committee on tourism.

Respectfully submitted

Kathy Jepsen, Secretary