

Alma Tourism Commission

10/21/25

The meeting was called to order by Chair Davie Meier at 10:00am with Rick Champeny, Jon Wisnewski, Davie Meier, Kelly Herold and Kathy Jepsen present and Sandy Schams on ZOOM.

Secretary's minutes from 9/9/25 reviewed and approved with motions by Jon and Kathy.

Kelly shared information on dispersing brochures advertising Alma throughout the state at visitor centers. He and Davie are working on an updated brochure during the winter to be ready for 2026.

Davie explained the magazine "Our WI" advertising we did this year for 3 issues and his hope would be to get into the April/May issues next year with our city events. We all agreed the current ad format needs no changes.

Use of TV and radio ads were discussed as we get closer to events. Kelly has also been investigating ads that target outside our local area via streaming services that can be adapted to reach specific audiences (i.e. shoppers, hikers, hunters, kids).

Best Dam Day plans for tentatively July 25, 2026, and some of the current ideas brought for highlighting this event and our town.

Rick read the mission statement for "Alma City Square", the greenspace across from the current city hall. He also said they are creating a committee to manage this.

Kelly is attempting to create through the chamber a committee to bring ideas to this tourism commission for advertising and increasing our visitor base.

Motion to adjourn the meeting by Jon and Rick and approved at 9"55.

Next meeting will be December 9<sup>th</sup>.

Respectfully submitted

Kathy Jepsen, Secretary