

City of Alma Tourism Commission

3/17/26

The meeting was called to order by Chairman Davie Meier at 8:30am with members present Jon Wisneski, Rick Champeny, Dan Kordiak, Kathy Jepsen, Sandy Schams on Zoom and Bill Wolcott from Castlerock.

Secretary's minutes from 2/10/26 reviewed and approved with motions by Jon and Kathy.

Five signs have been made with Alma's tourism website and a QR code for visitors to access events occurring. They will be placed at the Marina, boat landing, Riecks Park, and Buena Vista.

Ad for West Coast of Wisconsin's publication "The Traveler" was created by Kelly Herold and submitted in time for the April publication to be released. Motion made by Kathy to pay for this ad which cost \$795 and the commission approved with motions by Kathy and Jon.

Travel WI offered for our community to provide an ad and Davie submitted a picture of a cruise boat that travels Mississippi with city information on it. The motion to pay for this ad for the cost of \$2365 made by Davie and seconded by Jon and Dan and approved. The cost is for a year subscription.

Discussion of events to be submitted to Our WI magazine. June 6<sup>th</sup> for Fire in the Shire, June 5, 6 & 7<sup>th</sup> for the Spring Fresh Art Tour and July 25<sup>th</sup> for the Best Dam Day event.

Bill Wolcott then requested support for Fire in the Shire advertising on radio in Winona, Hastings and Lake City MN. Motion was made to spend up to \$2000 for the radio ads for June 6<sup>th</sup> Fire in the Shire and seconded by Jon and Dan and approved.

Motion to adjourn the meeting made by Jon and Kathy and approved at 9am.

Respectfully submitted by Secretary Kathy Jepsen.