

City of Alma Tourism Commission

4/21/26

The meeting was called to order by Chairman Davie Meier at 10am with members present Sandy Schams, Jon Wisneski, Rick Champeny and Kelly Herold. Today we also have Steve Macke and Mike Gerend from West Coast of Wisconsin.

Secretary's report of 3/17/26 was reviewed and motioned to approve of Jon and Sandy and committee approved.

Tourism paid for the ad in this years "The Traveler" which is a paper that is shared with other towns and cities to give tourism information about our small river communities and a way to access our websites for events and activities in the individual communities. Thereby promoting tourism all over the state for us. Steve and Mike manage this association. Their website is thewestcoastofwisconsin.com and they are organized and run by a group of volunteers in the Bay City, Maiden Rock, Stockholm, Pépin and Nelson areas and their membership is from those towns and villages. We have been asked to partner with them by placing this ad and are their first to be recognized in the 2026 edition of The Traveler as well as an ad to link people to our community's website for information. Their goal is to expand knowledge of our communities using the social media resources available to all of us. They encouraged us to contact them if we have any needs they could help us with.

Brochure information is ready and all updated to be sent for publication. Motion to spend up to \$1000 for 8 panel brochures with businesses and pictures incorporated and order 2500 copies by Jon seconded by Sandy and approved by the commission. Kelly will take care of getting this done and ordered.

Davie said the Our Wisconsin ad has been updated for June/July with Fire in the Shire and Best Dam Day information.

Kelly requested from the tourism commission a donation for use during Best Dam Day event July 25th. The discussion was then around the cost of the Trolley ordered to transport visitors through the town which will be \$2500. Jon then made the motion to support the event with \$3500 to cover the trolley and other costs accrued. Rick seconded the motion and it was approved by the commission members. Kelly said that some signage will be developed to give credit to City of Alma Tourism for their support.

Kelly also proposed payment for postage on mailings requested by individuals planning to visit our town and area to be paid for by tourism. This generally is done through Wings Over Alma and payment reimbursement sought from Alma's Chamber. Kathy from Wings Over Alma and Kelly will gather mailing cost information and present to tourism next month.

Meeting adjourned at 1045 motioned by Jon and seconded by Sandy and approved by members present.

Respectfully submitted by Kathy Jepsen, secretary.