

City of Alma Tourism Commission

5/12/26

Meeting was called to order by Chairman Davie Meier at 9am with members present Sandy Schams, Dan Kordiak, Jon Wisneski, Rick Champeny and Kathy Jepsen. Also present was John Hadley and Noel Dubuque.

The Secretary's report of 4/21/26 was reviewed and motioned to approve by Jon and Sandy and approved by the committee.

The repainted signs on the north and south ends of town are now reinstalled. Dan explained the smaller signs around the larger ones which have organizations displayed need replacement due to rotting wood. The sign on highway 35 north of Nelson needs to be cleaned up also and the verbiage would be changed to better direct travelers to go left on highway 35 to Alma. Dan made a motion to spend \$7000 for the repair or replacement of all the signs, Kathy seconded and the motion carried. He also reminded the committee that we pay \$1 per year to have the sign north of Nelson on that land.

Then Davie explained that our updated brochure is waiting to be approved by Kelly Herold and then would go to print. Dan will update the shops on main street paper. Alma has 3 new businesses opening soon and the Empire Room hopefully in September.

West Coast of WI representatives were present at the last meeting. Kathy mentioned that in follow up with Steve as far as Alma's partnership we are only represented by the ad we bought in "The Traveler" paper they published by them. Kathy will reach out to Fountain City to brainstorm ways to improve tourism for the city. Michaela will get a contact there for Kathy. John Hadley suggested reaching out to the county.

Before adjournment John Hadley brought forward to ways this commission is increasing businesses in Alma. Dan then explained that's not in the purview of this commission. It was suggested that he discuss this with the chamber.

Noel Dubuque then introduced herself as new partnered owner of the building housing the Empire Room and explained she will manage the restaurant and the Pizzeria which she and her partners will lease from Dan. They hope to open in September.

Jon motioned to adjourn the meeting at 9:35 seconded by Dan and approved.