

City of Alma Tourism Commission Meeting

7-14-26

The meeting was called to order by Chairman Davie Meier with members present Jon Wisneski, Rick Champeny, Sandy Schams, Kathy Jepsen and Kelly Herold and visitor Mac Cherry.

Secretary's minutes from 6/10/26 were approved after motions from Jon and Rick.

Music and Arts Festival was then discussed. Davie was contacted by Jamie Duvall regarding our support of the event and Mac is here to discuss the same. The date is September 6th and in the past we supported it with \$500 funding. In discussing it a suggestion was made that the organizers reach out to Bill Wolcott to find out use of radio/newspaper ads and cost and then once a monetary price is established to bring it back to the commission for approval of funding.

Best Dam Day was then discussed with first a concern that the trolley needs to go up to Buena Vista. Kelly was able to offer the plan for the route of the trolley and can include the trip to Buena Vista which might add about 10min. to the route. This will be further discussed by the Best Dam Day committee tonight. Kelly also provided more details of the planning of this event with social media targeting families with children, outdoor enthusiasts, and covering the area along the river from St. Paul to Iowa. TV ads require video footage which we don't have but will try to achieve this year. Also discussed was getting a mobile TV promoter to attend the event with some options provided.

Kelly also informed the commission that the website had been hacked, and he reached out to Vision Design to address it, and it has been taken care of but there may be errors still to correct. He has been closely surveying this for us.

Rick will provide the Dairyland newsletter with event information for Music and Arts Festival, September 6th, and Wings Over Alma's Birding by Mini train, September 12th.

Davie will follow up with Dave Carlson after our last meeting's presentation from the county.

Meeting moved to adjourn at 9:55 by Jon and seconded by Sandy and approved. Next meeting is August 11th at 9am.

Respectfully submitted by Kathy Jepsen Secretary