

City of Alma Tourism Commission

2-10-26

The meeting was brought to order at 9am by Chairman Davie Meier with members present to include Jon Wisneski, Sandy Schams, Rick Champeny, Davie and Kathy Jepsen. Also in attendance was Kelly Herold.

Secretaries' meeting minutes of 1-13-26 were reviewed and approved with motions made by Rick and Jon.

Kelly then brought us up to date on the creation of an updated brochure for the City of Alma. The current brochure was used to contact all the businesses to check accuracy of current information from Kelly's office and asked for a short description of the business. This update also allowed Kelly to update our website information. The Float owner attempted to contact with no return in calls. Dan Kodiak's businesses are unknown as far as opening for this year and won't be known until May. The feeling is we need to get this brochure done by April. Also Whiffs Candles were unknown as to whether they would be continuing business. The next step is to contact the original designer/printer of the current brochure to assess if they can update the brochure with current information gathered and the cost to place a minimum order and what that number is. Then delivery to circulate the brochures was briefly discussed with no firm plan established. Kelly will continue to work forward on this.

New tourism ideas were then discussed:

With the 250 year commemoration of America there is a "America250.org" nonprofit organization that we can follow and that we can use this as part of our activity/events theme for 2026.

Kathy introduced possibly creating an ad for the "Great River Road Wisconsin" magazine. After explanation for and discussion about the motion was made to not exceed \$300 to create an ad for Great River Road Magazine using the graphic of the dam used in "Our Wisconsin" magazine and approved with Kathy making the motion and Jon seconded. Kelly will also get the QR code for adding to this ad which would link to the city's website for additional information of city activities and points of interest.

The sign at the marina which currently has outdated restaurant information by boat landing can be used by the city. Discussion as to what to place on this sign would include the QR code for visitors to view current city information. It was also proposed to create a similar signage for the boat landings and Riecks Park.

Other suggestions for future activities were bluff running and stair step racing.

Our next meeting will be 3/17/26.

Meeting adjourned at 9:42am. Motioned by Rick and Sandy and approved.

Respectfully submitted by Kathy Jepsen, Secretary