



TOURISM COMMISSION MEETING

KWIK TRIP DRIVER'S LOUNGE – 5339 HARDING AVENUE, PLOVER

~~8:00 AM – THURSDAY – APRIL 7, 2022~~ CANCELLED DUE TO LACK OF A QUORUM

RESCHEDULED - APRIL 14, 2022 – THURSDAY – 8:00 AM

DISCUSSION/POSSIBLE ACTION

1. CHAIRMAN LUBINSKI: CALL MEETING TO ORDER – ACKNOWLEDGE ZOOM PARTICIPATION
2. CONFIRM: QUORUM OF LUBINSKI, BROOKS, LANGLOIS, SCHEIDER; HOTELIER PRESENCE
3. WELCOME GUESTS & COMMUNICATIONS
4. APPROVE MINUTES OF MARCHRD AND CONSIDER ANY OTHER MINUTES
6. APPROVAL OF AGENDA
7. TOURISM DEVELOPMENT
 - a. LAMAR BILLBOARDS – ERIC PETERSON
 - SITE OF “LET’S PLAY BALL”
 - b. 5 STAR MARKETING LLC – DANIELLE PRETASKY, COO
 - \$500 INVOICE FOR FEB/MAR ISSUE
 - \$4988 PROPOSAL FOR PRODUCING MAP/GUIDE & DISTRIBUTION
 - ATV/UTV/SNOWMOBILE MAP/GUIDE FOR DISPLAY CASES – HANLEY EMAIL OF 1/4/22
 - EMAIL ADMINISTRATION
 - c. WEB WORK LIFE – SCOTT BERTZ
 - COMEOVERTOPLOVER.COM DOMAIN STATUS
 - WEBSITE MAINTENANCE AGREEMENT APPROVAL
 - d. SOCIAL SIREN MARKETING – JESSICA RIEDY
 - FACEBOOK – ANALYTICS
 - AGREEMENT APPROVAL
 - e. EVENT- DRIVEN GRANT PROGRAM
 - FUNDING
 - DRAFTS: OVERVIEW & APPLICATION
 - f. HOTEL PARTICIPATION
 - g. ANTICIPATED TOURISM IMPACTS:
 - PWYA DATES – EFFORTS - ACKNOWLEDGEMENT
 - PRAIRIE CHICKENS – RACE TRACK - PACAWA – FARMING FOR THE FUTURE - SENTRY CURLING CLUB – PGA TOURNAMENT
8. FINANCIAL REPORT:
 - a. BALANCED 1/31/22 & 2/28/22 BANK STATEMENTS: LGIP, PCB
 - b. REQUEST TOWN DOCUMENTATION OF ROOM TAX PAYMENT PROCEDURE
 - c. 2022 TRIAL BALANCE STATUS
 - d. DMO GRANT STATUS – EMAIL TO TOP CHAIR, NON-PROFIT, 2ND W9 REQUEST
 - e. AUDIT OF 2021
9. TOWN BOARD REPORT
 - a. SUBUNIT DOCUMENTATION
10. NEXT MEETING DATE
11. ADJOURNMENT

Michael Lubinski, Chairman

Posted: Town Website & Posting Boards

April 5, 2022

Members of the Town of Plover Town Board and Plan Commission may be in attendance. Any person who has special needs and who plans to attend this meeting should contact the Tourism Commission as soon as possible to ensure arrangements can be made for reasonable accommodations. Please call 715-204-1134.