



# **TOURISM COMMISSION MEETING**

## **TOWN OF PLOVER TOWN HALL - 5081 HOOVER AVENUE**

**MAY 19, 2022 – THURSDAY – 8:00 AM**

1. CHAIRMAN LUBINSKI: CALL MEETING TO ORDER – ACKNOWLEDGE ZOOM PARTICIPATION
2. CONFIRM: QUORUM - LUBINSKI, BROOKS, LANGLOIS & SCHEIDER; PRESENCE OF HOTELIERS
3. WELCOME GUESTS & COMMUNICATIONS
4. APPROVAL OF AGENDA
5. APPROVE MINUTES OF APRIL 14<sup>TH</sup> AND CONSIDER ANY OTHER MINUTES
6. FINANCIAL REPORT:
  - a. BALANCED 1/31/22, 2/28/22, 3/31 AND 4/30 BANK STATEMENTS
  - b. 2022 TRIAL BALANCE STATUS
  - c. TOWN DOCUMENTATION OF ROOM TAX PAYMENT PROCEDURE
  - d. DMO GRANT STATUS
  - e. AUDIT OF 2021
7. TOURISM DEVELOPMENT
  - a. LAMAR BILLBOARDS – ERIC PETERSON
    - STATUS OF 2022 CONTRACT
  - b. 5 STAR MARKETING LLC – AL HANSON
    - ATV/UTV/SNOWMOBILE MAP/GUIDE – HANLEY EMAIL OF 5/2
  - c. WEB WORK LIFE – SCOTT BERTZ
    - DIRECTION OF COMEOVERTOPLOVER.COM ADMINISTRATION -
    - WEBSITE UPDATE SUPPORT – BERTZ/SCHEIDER – MAY 1 EMAIL INTERACTION
  - d. SOCIAL SIREN MARKETING – JESSICA RIEDY
    - FACEBOOK – ANALYTICS
  - e. EVENT- DRIVEN GRANT PROGRAM
    - FUNDING
    - DRAFTS: OVERVIEW & APPLICATION
    - ADMINISTRATIVE FOLLOW-UP
  - f. HOTEL PARTICIPATION
    - BEST WESTERN EFFORT/CURLING CLUB
  - g. ANTICIPATED TOURISM IMPACTS:
    - PWYA DATES – EFFORTS - ACKNOWLEDGEMENT
    - PRAIRIE CHICKENS – RACE TRACK - PACAWA – FARMING FOR THE FUTURE -  
SENTRY CURLING CLUB – PGA TOURNAMENT
8. TOWN BOARD REPORT
  - a. SUBUNIT DOCUMENTATION
  - b. NON-PROFIT RESPONSIBILITIES
9. NEXT MEETING DATE
10. ADJOURNMENT

Michael Lubinski, Chairman – May 9, 2022

Posted: Town Website & Posting Boards

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.