



TOURISM COMMISSION MEETING

TOWN OF PLOVER TOWN HALL - 5081 HOOVER AVENUE

JUNE 22, 2022 – WEDNESDAY – 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 JUNE 15TH AND CONSIDER ANY OTHER MINUTES
6. FINANCIAL REPORT:
 - a. 2022 TRIAL BALANCE STATUS
 - b. DMO GRANT STATUS
 - c. AUDIT OF 2021
7. TOURISM DEVELOPMENT
 - a. LAMAR BILLBOARDS – ERIC PETERSON
 - CUSTER SUGGESTIONS
 - b. 5 STAR MARKETING LLC – AL HANLEY
 - ATV/UTV/SNOWMOBILE MAP/GUIDE – HANLEY EMAIL OF 5/2
 - c. WEB WORK LIFE – SCOTT BERTZ
 - COMEOVERTOPLOVER.COM – ADMINISTRATION/COMMUNICATION
 - 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. ANTICIPATED TOURISM IMPACTS:
 - PWYA DATES – EFFORTS - ACKNOWLEDGEMENT
 - PRAIRIE CHICKENS – RACE TRACK - PACAWA PARK – FARMING FOR THE FUTURE - SENTRY CURLING CLUB – PGA TOURNAMENT
8. TOWN BOARD REPORT
 - a. REQUEST FOR LEGAL AND FINANCIAL DIRECTION
 - b. NON-PROFIT RESPONSIBILITIES
9. NEXT MEETING DATE
10. ADJOURNMENT

Michael Lubinski, Chairman – May 26, 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.