

## Plover Area Convention and Visitors Bureau Meeting Minutes

Wednesday, June 14, 2023  
12:00 p.m.

Members Present: Chris Brooks, Josh Patel, Ross Ballard, Kathleen Langlois

Members Excused: Gary Wolf, Josh Patel

Others Present: Steve Kunst, Malorie Paine

1. Mr. Brooks called the meeting to order at 12:01 p.m.
2. MINUTES  
✓ **Mr. Ballard moved to approve the minutes of May 12<sup>th</sup> , 2023 Ms. Langlois seconded and the motion carried.**
3. PERSONS WISHING TO ADDRESS THE COMMISSION  
None.
4. INTRODUCTION OF PACVB EXECUTIVE DIRECTOR  
Mr. Brooks welcomed Malorie Paine as PACVB Executive Director. The Commission also welcomed Ms. Paine.
5. EXECUTIVE DIRECTOR UPDATE  
Ms. Paine updated the Commission on required changes to the Bylaws in the areas of 501(c)(3)/(6); changing term of members and frequency of meetings and times. PACVB is looking to establish membership with Destination Wisconsin, Circle Wisconsin, Wisconsin Agricultural Tourism Association and Sports Events and Tourism Association. As these were not agenda items the commission could not act on them. Ms. Paine discussed some future planning; hosting quarterly tourism talks, Ambassador program, PACVB Kickoff Event, Malt Mile Trail, Friday Fair, Nashville Up North and Tempo on the Terrace. Lastly Ms. Paine coordinated a workshop on 6/22 for the commission to meet and establish a Strategic Plan.
6. SUCH OTHER BUSINESS AS IS AUTHORIZED BY LAW  
Mr. Brooks discussed a date for the next meeting 6/28/2023
7. ADJOURNMENT  
✓ **Ms. Langlois moved to adjourn at 1:06 p.m. Mr. Ballard seconded and the motion carried.**

Submitted By: Ross Ballard, PACVB Secretary