

Plover Area Convention and Visitors Bureau Meeting Minutes

Wednesday June 28, 2023

12 p.m.

Members Present: Chris Brooks, Josh Patel, Kathleen Langlois, Gary Wolf

Members Excused: Ross Ballard

Others Present: Steve Kunst, Malorie Paine

1. Mr. Brooks called the meeting to order at 12:03.
2. MINUTES
 - ✓ **Mr. Patel moved to approve the minutes of the June 14, 2023 meeting with present names adjusted. Ms. Langlois seconded and motion carried.**
3. PERSONS WISHING TO ADDRESS THE COMMISSION
 - Mr. Brooks addressed the Board on behalf of the PWYA: PWYA hosted NAFA state tournament and it went well. The State USA tournament is upcoming in Plover. PWYA requests the PACVB offset costs for umpires by providing a 50/50 cost share to PWYA. Previously the SPACVB had this agreement. PWYA asks if the PACVB will cover half of the rooms like the SPACVB did previously. No decision was able to be made at this meeting and this will be brought forward for a vote at the next meeting | Estimated \$2,500-3,000 would be the PACVB's portion; Wausau Central Wisconsin CVB has also had this model | Expected to bring 80-85 teams from outside the area, which would drive revenue tremendously.
4. CHANGE IN BYLAWS

Tabled
5. ESTABLISHING A STRATEGIC PLAN

Discussion about not developing a Vision Statement at this time

 - ✓ **Mr. Patel moved to approve the Strategic Plan as presented; Mr. Wolf seconded and motion carried.**
6. JOINING ALIGNED ORGANIZATIONS
 - ✓ **Mr. Brooks moved to approve full membership in Destinations Wisconsin in the amount of \$2500. Mr. Patel seconded and motion carried.**
 - ✓ **Mr. Brooks motioned to join Wisconsin Agricultural Tourism Association. Ms. Langlois seconded and motion carried.**
 - ✓ **Mr. Brooks motioned to join Sports Events & Tourism Association. Mr. Patel seconded and motion carried.**
7. SIGNATORY(IES)/ACCESS PACVB BANK ACCOUNTS
 - ✓ Mr. Wolf motioned to approve signatories on bank account as Executive Director Malorie Paine and Board President Chris Brooks. Mr. Patel seconded and the motion carried.

Discussion to be had at future meeting about drafting financial policy language.

8. WEBSITE

- a. Mr. Brooks motioned to approve up to \$1,200 for upgrades to the PACVB's as presented to the Board. Mr. Langlois seconded and the motion carried.

9. DISCUSS BUDGET FOR APPROVAL AT FUTURE MEETING

Ms. Paine informed the Board that she would need Room Tax records from the Town of Plover and the Village of Plover to begin developing a budget. Ms. Paine indicated that she would have a preliminary budget for review and action at the next meeting. Mr. Brooks stated that he would share records with Ms. Paine.

10. EXECUTIVE DIRECTOR UPDATE

Ms. Paine updated the Board on partnerships that have been established with community partners in her first month. She also informed the Board about the need for a CRM and CMS system. She will provide the Board with a presentation from Simpleview. Ms. Paine also informed the Board that she is planning a Tourism Talk/PACVB Open House for August and Jeff Anderson from Travel Wisconsin will present as well.

11. Adjournment

Mr. Brooks motioned to adjourn at 1:25 p.m. Mr. Patel seconded and motion carried

Submitted by: Malorie Paine, PACVB Executive Director