

Plover Area Convention and Visitors Bureau

Wednesday, August 23, 2023

12 p.m.

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

Members Excused: Gary Wolf

Others Present: Steve Kunst, Malorie Paine

1. Mr. Brooks called the meeting to order at 12:01.
2. MINUTES
 - a. Mr. Patel motioned to approve the July 19 minutes. Mrs. Langlois seconded and motion carried.
3. PERSONS WISHING TO ADDRESS THE COMMISSION
 - a. Paul Franke, a representative of Simpleview Inc., presented the Simpleview platform for consideration of the PACVB in upgrading their current website and utilizing their CRM/CMS system.
4. NEW BUSINESS
 - a. None
5. INVOLVEMENT IN THE SPORTS COMPLEX
 - a. Discussion following a planning meeting that Mr. Brooks and Ms. Paine attended on August 11.
 - b. Mr. Ballard motioned to approve Ms. Paine to spend time working on the sports complex planning and development. Mr. Patel seconded and the motion carried.
6. CREATION OF THE PACVB BOARD OF DIRECTORS
 - a. Mr. Brooks motioned to create the PACVB Board of Directors as nominated and voted on by the Room Tax Commission of the Town of Plover and Village of Plover. Mr. Ballard seconded and the motion carried.
7. APPROVAL OF THE PACVB BOARD OF DIRECTORS BYLAWS
 - a. Discussion of the bylaws as presented by Weld Riley, S.C.
 - b. Mr. Brooks motioned to approve the new PACVB Board of Directors bylaws as discussed. Mrs. Langlois seconded and motion carried.
8. ALL PREVIOUS COMMISSION DECISIONS CARRY OVER TO THE PACVB BOARD OF DIRECTORS
 - a. Mr. Ballard motioned to make all previous Commission decisions to carry over to the PACVB Board of Directors. Mr. Patel seconded and the motion carried.
9. EXECUTIVE DIRECTOR UPDATE
 - a. Ms. Paine gave an update on web and social media analytics. She updated the Commission regarding meetings of importance that she had taken since the last Commission meeting as well as upcoming events/meetings. She also presented advertising rates for the 2024 Visitors Guide.
10. ADJOURNMENT
 - a. Mr. Ballard motioned to adjourn the meeting at 1:39 p.m. Mr. Patel seconded and the motion carried.