Plover Area Convention and Visitors Bureau Meeting Minutes

Wednesday, October 4th, 2023
12:00 p.m.

Members Present: Chris Brooks, Gary Wolf, Ross Ballard, Kathleen Langlois

Members Excused: Josh Patel

Others Present: Steve Kunst, Malorie Paine

1. Mr. Brooks called the meeting to order at 12:04 p.m.

2. MINUTES
   - ✓ **Mr. Wolf moved to approve the minutes of September 13th, 2023. Ms. Langlois seconded and the motion carried**.

3. PERSONS WISHING TO ADDRESS THE COMMISSION
   None.

4. NEW BUSINESS
   Mr. Ballard inquired about getting PACVB logoed apparel.

5. DISCUSSION WITH POSSIBLE ACTION ON PWYA UMPIRE REIMBURSEMENT REQUEST
   Mr. Ballard moved to approve $5,000 for the Umpire Hotel Room Reimbursement. Mr. Wolf seconded and the motion carried.

6. DISCUSSION WITH POSSIBLE ACTION ON PWYA FACILITY IMPROVEMENTS REQUEST
   No action taken at this time

7. DISCUSSION WITH POSSIBLE ACTION ON TRAVEL WISCONSIN VISITOR GUIDE ADVERTISEMNT APPROVAL
   Mr. Langlois moved to approve the full-page ad for 2024 $11,215. Mr. Wolf seconded and the motion carried.

8. APPROVAL OF EXPENSES
   Mr. Ballard moved to approve expenses as submitted. Mr. Wolf seconded and the motion carried.

9. EXECUTIVE DIRECTOR UPDATE
   Ms. Paine updated on the Simpleview kickoff to happen 10/9, 2 p. ad in Fun in Wisconsin, Bike trails 2 p. Spread ad, 1 p. in SPACVB tourism book, 2/3 p. ad in Wisconsin Rapids Tourism Book. Rush Hour Promo, and iHeart radio too expensive. The Village's insurance company stated PACVB does not currently need insurance coverage. (Mr. Ballard disagreed with the agent's assessment and will inquire on coverages.)

10. SUCH OTHER BUSINESS AS IS AUTHORIZED BY LAW
    None.

11. ADJOURNMENT
    - ✓ **Ms. Langlois moved to adjourn at 1:20 p.m. Mr. Wolf seconded and the motion carried.**

Submitted By: Ross Ballard, PACVB Secretary