



TOURISM COMMISSION MEETING MINUTES

January 23, 2023 at 4:00 PM
Village Hall, Community Room 1
8811 Campus Drive, Mount Pleasant, WI 53406

Staff Present: Tourism Manager Cari Greving and Community Engagement Manager Lisa Olley.

A. CALL TO ORDER

Chairperson Richardson called the meeting to order at 4:01 PM.

B. ROLL CALL

Community Engagement Manager L. Olley performed roll call. Chairperson Richardson, Commissioner Oravetz, and Hotelier Patel were present. Trustee Clausen was excused. Commissioner Venturini was absent.

C. MEETING MINUTES

1. Meeting of November 21, 2022

Motion by Commissioner Oravetz to approve the minutes of November 21, 2022. Motion seconded by Commissioner Patel. On voice vote, motion carried.

D. OLD BUSINESS

1. RASA/SCORE Sponsorship Agreement

Tourism Manager C. Greving reported the two sponsorship packages offered by RASA/SCORE, discussed at the previous meeting, are now combined into one new sponsorship package opportunity for the Commission to consider. Motion by Commissioner Oravetz to accept the \$8,000 for the RASA AFC Sponsorship for the 2023 year following into 2024. Motion seconded by Hotelier Patel. On voice vote, motion carried.

E. NEW BUSINESS

1. Annual Election of Officers

Motion by Hotelier Patel to elect Rob Richardson as Chairperson, Jim Venturini as Vice-Chairperson, and Mark Oravetz as Secretary of the Tourism Commission. Motion seconded by Commissioner Oravetz. On voice vote, motion carried.

2. Hotelier Report

Hotelier Patel reported with the CNH strike ending, he is unsure how quickly overnight stays will be affected.

3. Grant Application for Tourism Grant Funds from Racine Arts Council

Tourism Manager C. Greving reported Racine Arts Council is applying for funding for marketing for the Sketch Racine 2023 event. The event will be a two-day countywide event. It is the first year of this event; many of the artists are coming from Chicago. Anticipated overnight stays would be for one night.

4. Grant Application for Tourism Grant Funds from Downtown Racine Corporation

Tourism Manager C. Greving reported Downtown Racine Corporation is applying for funding for thirteen of their events in 2023.

F. STAFF REPORTS

1. Cari Greving, Tourism Manager

a. Real Racine Strategic Plan

Tourism Manager C. Greving reported the Real Racine Strategic Plan started in December. Eight focus groups attended, the survey went out to a broader group. Their plan includes a complete rebrand of Real Racine.

b. Racine County Visitor Guide

Commissioner Venturini arrived during this item.

Tourism Manager C. Greving reported the guide is now at the printer. There are 65,000 copies being printed. There was a considerable amount of advertising, a final amount is not available but it may

be close to offsetting the printing cost. The books will be distributed to 200 locations stretching from O'Hare Airport to Mitchell Airport.

c. Next Scheduled Meeting is Monday, February 6, 2023

The Commission agreed to move the next meeting to March 6, 2023.

G. CLOSED SESSION

- 1. Discussion/possible motion to convene into closed session pursuant to Wis. Stat. 19.85(1)(e) to deliberate or negotiate the purchase of private properties, the investing of public funds or conducting other specified public business whenever competitive or bargaining reasons require a closed session specifically to deliberate on the applications submitted by Racine Arts Council and Downtown Racine Corporation for tourism grant funds.**

Motion by Commissioner Oravetz to go into closed session at 4:24. Motion seconded by Commissioner Venturini. On a voice vote, motion carried.

- 2. Motion to reconvene into open session and take any necessary action based on the subject matter discussed in closed session.**

Motion by Commissioner Oravetz to go into open session at 4:41. Motion seconded by Hotelier Patel. On a voice vote, motion carried. Motion by Commissioner Oravetz for Sketch Racine 2023 to approve the grant request for the marketing amount of \$5,000 and to sponsor the Sunday branch at a cost of \$2,000, for a total of \$7,000. Motion seconded by Hotelier Patel. On a voice vote, motion carried.

Motion by Commissioner Venturini to approve the Downtown Racine Corporation for 2023 events in the amount of \$5,000. Motion seconded by Hotelier Patel. On a voice vote, motion carried.

H. ADJOURN

Motion by Commissioner Venturini to adjourn the meeting at 4:42. Motion seconded by Commissioner Oravetz. On a voice vote, motion carried.