

**CITY OF PLATTEVILLE
TOURISM COMMITTEE MEETING
VIRTUAL ZOOM MEETING – 4:00 p.m.**

**May 20, 2021
Minutes**

Members Present: Deb Jenny, Deborah Rice, Michael Breitner and Jason Artz

Others Present: Wayne Wodarz, Erik Flesch, Tammy Enz and Jodie Richards

1. Call to order: Deb Jenny, Chairperson, called the meeting to order at 4:08 p.m.
2. Approval of January 28, 2021 minutes: Motion by Breitner, second by Rice to approve. Motion carried.
3. First Quarter Room Tax Report: Deb Jenny presented.
4. Old Business: None.
5. Tourism Entity Report: Wayne Wodarz presented.
6. Partner Organization Reports:
 - A. Main Street Program:
 - Music in the Park is set to go, kicks off June 3. Music and vendors every Thursday night from 6-8 pm through August. June 3 will include a sendoff for Jack Luedtke, former Main Street Director. Planning for ballroom dance lessons to be held at 3 of the Music in the Park events. The lessons are in honor of the upcoming Miner's Ball, to assist those that would like to learn ballroom dancing before the event.
 - Recently had a mural walk for Platteville School District 4th grade classes to come downtown and look at all of the art.
 - Partnered with Platteville Regional Chamber coordinate the "Positively Platteville" promotion. Recognizing businesses by theme each day in hopes that residents acknowledge and patronize the businesses we have in Platteville.
 - Working with new businesses and ideas that are coming in.
 - B. Museums:
 - The Museums are celebrating 3 major milestones this year:
 - The 50th Anniversary of the completion of the Mining Museum (1971)
 - The 45th Anniversary of the opening of the Bevans mine to the public (1976)
 - The 40th Anniversary of the opening of Rollo Jamison Museum in Platteville (1981)
 - Working on comprehensive planning as well as interpretive planning. Preparing to make the Museum campus even more inviting and accessible to the community for generations to come.
 - New exhibits rolled out.
 - Opened for tours on May 1 – have had 156 visitors so far. School tours are coming back in person.
 - Partnered with Main Street Program for Walk Down Main on May 4. Combination of virtual and in-person event.

- The Museums will be participating in Make Music Platteville (in-person event) on June 21.
- Heritage Day will be in-person and take place at the Museums on July 4.
- Participating in Virtual College for Kids.
- Young Pioneers Camp will be in-person at the Museums July 19-23.
- August 21 will be the exact 50th Anniversary of the opening of the Mining Museum. Bringing back a festival that used to be part of the Museum's annual tradition – called "Mine Day". In the evening there will be the "Pick & Gad" volunteer appreciation picnic.
- Planning for an in-person Historic Re-enactment event September 10-12.
- The Miner's Ball is scheduled for September 17. Currently the event is scheduled to be held in-person at Velzy Commons in Ullsvik Hall on the UW-Platteville campus.
- Starting to plan for Haunted Mine Tours in October.
- Planning for Friends Organization Annual program in November.
- Looking to continue Horse Drawn Carriage rides in December.

C. Other:

- Michael Breitner from UW-Platteville Event Services noted that the Platteville Summer Arts Festival will take place July 30-31, August 1, 6, 7 & 8. "Bright Star" is the name of the musical. Seating pods will be created in Brodbeck Concert Hall to ensure families are in pods and at least 6 feet away from other pods. Masks will be required.

7. Public Comments: None.

8. Next Meeting: Thursday, August 19 at 4:00 p.m.

9. Adjournment: Motion by Breitner, second by Rice to adjourn. Motion carried. Meeting adjourned at 4:42 p.m.

Respectfully submitted, Jodie Richards

Platteville Area Chamber of Commerce
Profit & Loss - Tourism
 January through April 2021

	Jan - Apr 21	Jan - Apr 20
Ordinary Income/Expense		
Income		
43 · TOURISM REVENUES		
4301 · Room Tax	20,104.97	30,832.96
Total 43 · TOURISM REVENUES	20,104.97	30,832.96
Total Income	20,104.97	30,832.96
Gross Profit	20,104.97	30,832.96
Expense		
51 · CHAMBER EXPENSES		
5101 · PAYROLL EXPENSE		
51011 · SALARIES & WAGES		
510112 · Administrative Assistant	0.00	0.00
510113 · Clerical/Secretarial	0.00	688.50
Total 51011 · SALARIES & WAGES	0.00	688.50
51012 · PAYROLL TAXES	1,159.29	2,283.27
Total 5101 · PAYROLL EXPENSE	1,159.29	2,971.77
5105 · OFFICE EXPENSE		
510510 · ADVERTISING & PROMOTION		
5105104 · Travel & Lodging	0.00	59.80
Total 510510 · ADVERTISING & PROMOTION	0.00	59.80
Total 5105 · OFFICE EXPENSE	0.00	59.80
Total 51 · CHAMBER EXPENSES	1,159.29	3,031.57
53 · TOURISM EXPENSES		
5305 · - RENT	4,600.00	4,600.00
5301 · PAYROLL EXPENSE		
53011 · SALARIES & WAGES		
530116 · Executive Assistant	5,980.80	6,048.00
530111 · Executive Director	3,362.34	7,103.41
530115 · Assistant director	0.00	0.00
530112 · Administrative Assistant	4,231.20	6,062.27
530113 · Clerical/Secretarial	55.00	1,586.75
Total 53011 · SALARIES & WAGES	13,629.34	20,800.43
Total 5301 · PAYROLL EXPENSE	13,629.34	20,800.43
5302 · EMPLOYEE BENEFITS		
53024 · Employee benefit stipend	0.00	270.50
53021 · Health Insurance	1,334.84	1,083.54
Total 5302 · EMPLOYEE BENEFITS	1,334.84	1,354.04
5303 · UTILITIES		
53033 · Internet Services	163.95	183.93
Total 5303 · UTILITIES	163.95	183.93
5304 · OFFICE EXPENSES		
530402 · Dues & Subscriptions	162.00	125.00
530403 · Legal & Accounting	198.00	0.00
530405 · Office Supplies	17.66	889.12
530406 · Postage & Freight	139.00	1,040.89
530407 · Training & Education	0.00	48.30
530410 · ADVERTISING & PROMOTION		
5304101 · Advertising & Promotion	5,799.00	11,104.48
5304102 · Hospitality	107.80	14.01
5304104 · Travel & Lodging	0.00	535.18
530410 · ADVERTISING & PROMOTION - Other	1,670.00	525.00
Total 530410 · ADVERTISING & PROMOTION	7,576.80	12,178.67

9:13 AM

05/17/21

Cash Basis

Platteville Area Chamber of Commerce

Profit & Loss - Tourism

January through April 2021

	<u>Jan - Apr 21</u>	<u>Jan - Apr 20</u>
530411 · Fees & Permits	0.00	39.75
Total 5304 · OFFICE EXPENSES	8,093.46	14,321.73
Total 53 · TOURISM EXPENSES	27,821.59	41,260.13
Total Expense	28,980.88	44,291.70
Net Ordinary Income	-8,875.91	-13,458.74
Net Income	<u>-8,875.91</u>	<u>-13,458.74</u>



PLATTEVILLE REGIONAL CHAMBER

TOURISM ENTITY REPORT

TO THE CITY OF PLATTEVILLE TOURISM COMMITTEE

May 20, 2021

1. Our Travel Wisconsin Welcome Center is open for our summer hours - Monday-Friday from 8AM-5PM; Saturday 10AM-4PM; and Sunday from 10AM-2PM until the end of October.
2. The 2020 tourism entity report was filed with the City per Wisconsin Department of Revenue rules in February. The City has forwarded that on to the State.
3. TRAVEL Stimulus Grant money had been targeted for Billboard consideration. We currently have a billboard in Dyersville, IA on a 6 month contract (throughout the Field of Dreams event), and a year contract on a billboard in Elizabeth, IL. Both Iowa and Illinois are strong markets determined by our State Tourism Department. We will be changing these boards every three months to feature a fresh, timely look and theme. We are awaiting the approval of the new Travel Wisconsin logo to finalize work to refurbish the H & R Block Billboard.
4. We celebrated National Tourism Week on Monday May 3rd thru Saturday May 8th. We had a kickoff event on Monday which was moved to the Broske Event Center due to the weather. A program is provided with details if you were unable to attend. Approximately 30 or so attended.
5. To celebrate National Tourism Week we developed a Platteville Tourism Poker Run to highlight our lodging properties and attractions throughout the week. Although we did not see large numbers of people participating, those that turned in poker hands all had very favorable comments about this event. Many of these locals had never set foot on the Mining & Rollo Jamison Museum grounds, or been into any of our lodging properties. They were pleased to have this opportunity and will be able to promote to neighbors, friends, and visitors.
6. The Department of Tourism annual economic impact report for 2020 is attached. Grant County saw a decrease in economic impact from 2019 of 14.73%, about half of the state decrease of 28.29%. Only 24 counties performed better.
7. Both the 2021 Platteville Community Guide and Grant County Activity Guide have been on our shelves since late February and early March. We have shipped over 4,000 Platteville Guides to neighboring communities as well as 2,000 Grant County Guides. To save cost this year, we did not insert the Platteville piece in the Shopper, and reduced our numbers slightly.
8. Working on a Grant County Ag-tourism Map depicting area Ag Vendors to encourage day trips. We were awarded \$1,000 from GCTC for this project.
9. Financial report is attached.