

CITY OF PLATTEVILLE

TOURISM COMMITTEE

MEETING MINUTES FROM 13 FEBRUARY 2025

Present: Deb Jenny, Deb Rice, Wayne Wodarz, Cody Grabhorn, Kathy Kopp, Michael Walsh

Meeting called to order at 4:03 pm

Minutes from prior meeting approved, Rice made motion, 2nd by Kopp

No old business

No 4th Quarter Room Tax information due to two entities not reporting

Wayne Wodarz discussed the **Platteville Regional Chamber Tourism Entity Report for 2024.**

Noted that although room taxes were down 13% for the year, the 4th Quarter numbers are not it yet so cannot give a definitive answer. The Platteville Face Book page is doing well, felt that weather had a negative impact on visits to the city in 2024. The following events were noted:

Feb 27th Small Business Conference at Avalon Cinema

March 13 Chamber's Annual Celebration

March 27 Good Morning Platteville will host "Meet the Candidates"

Michael Walsh from Main Street Program, said his office was gearing up for summer. Music in the Park begins on 5 June and all of the bands for the summer have been signed.

26 February at 2pm will be a women in business networking opportunity at Black Smock.

26 April will be the Pub Crawl which brings in quite a few people from out of town

28 May is Walk Down Main

20 June Wine Walk

Main Street is also reviewing the bike racks and plans on replacing ones that are in poor condition

Cody Grabhorn from the museum discussed how the museum was planning for summer. Plans on getting more school groups to spend time at the museum. On April 5th is going to try "mini golf" at the museum which hopes to attract families. An educational stop will be planned for each tee.

Metting was adjourned at 4:45, Rice motion, Kopp 2nd.

Next meeting will be 15 May at 4pm in the Council Chambers