

# PROMOTIONS & RECREATION COMMITTEE

Monthly Meeting  
March 10th, 2015

## Call to Order:

Bruce Heidman called the meeting to order at 4:30 p.m. at the Kewaunee County Highway Dept. Conference Room. Committee Members present include: Dennis Cravillion, Scott Jahnke, Larry Kirchman, and Ken Tebon. Also present: Matt Payette, Scott Feldt, Ron Heuer, Lee Luft, Gary Paape, Vicki Vollenweider and Donna Johnson from Kewaunee Chamber, Lynie Vincent, Tom Wilson, Jennifer Brown, and Susan Connor from the KCEDC.

## Approval of Minutes and Agenda:

Ken motioned to approve, second by Larry. Motion carried.

## Public Input:

None

## Committee Liaison Reports:

None

## Discuss and Approve County Tourism and Promotional Strategy:

Ron Heuer talked about the \$10,000 to be used for promoting the County. Tourism is the way to promote growth in the county. A site that would enable tourists to book a trip to the county to see what farming is all about, what restaurants are here, what the county has in natural resources, etc. . Jennifer from the KCEDC explained various ways that they market the county through advertising and the web site [www.visitkewauneecounty.com](http://www.visitkewauneecounty.com). She said her tourism partners worked together to get the web site going. Lee asked if the site includes updates of events going on during a year. Matt said that there was something like that, but it was stagnant. Ron asked what was needed to get the site up and running with the calendars etc. Lynie said that resources and research would be needed to promote the county. Lee said it should include not only a calendar, but the parks, trails, wineries, pier, etc... They should be added to and updated regularly. Who should take care of it? Matt brought up that a half time FTE would be an option to answer e- mails and take care of it. Lonnie brought up the tourism taxes and asked how they are being used. A county wide Chamber was discussed. Vicki brought up the loss in traffic on Hwy 42 and that we should be talking with Manitowoc County to get it back. No strategy was approved.....More discussion will follow.

## Discuss and Approve Restroom Partitions for Fairgrounds:

Matt talked about replacing the bathroom stalls at the Fairgrounds and brought quotes from Best Inc. and First Supply. Ken motioned to go with the First Supply quote which would cost \$ 273.00 per stall, for a total of \$1910. Second by Larry. Motion carried.

Review Winter Storage Contracts for Fairgrounds:

Matt talked to Simonar's Sports and Bee Safe Security. The 2% increase for leasing each year was discussed. Committee agreed to discuss this matter at a later date.

Discuss and Approve Resolution Authorizing Grant Applications for 2014/2015

Snowmobile and ATV Grants:

A resolution is being sent to the County Board for approval that would authorize the Kewaunee County Promotion and Recreation Director to sign all necessary documents on behalf of the County. In order to disburse funds from grants received from the State of Wisconsin, Department of Natural Resources for recreational trail maintenance and rehabilitation.

Larry motioned to approve. Second by Ken. Motion carried.

Travel Request:

None

Director's Report:

Matt reported that Winter park ski hill will close this weekend with the warm weather. The concession stand will need to be looked at as far who will run it in the future because Barb and Barry will be retiring. A historical data chart was handed out to show Winter Park attendance and revenues. Zoup Art was a success. Chainsaw training is scheduled for April 1<sup>st</sup> at Ryan Park. Summer employee positions are filled. (See Director's Report)

Discussion and Approval of Bills:

Ken motioned to approve payment of the bills. Second by Dennis. Motion carried

Set Regular Monthly Meeting Date:

Tuesday April 14<sup>th</sup> 2015 at 5p.m. in the Kewaunee County Highway Dept. Conference Room

Unfinished Business or Other Business as Allowed by Law:

Roar on the shore will be on March 28<sup>th</sup> at the Fairgrounds.

Adjournment:

Larry motioned to adjourn at 5:50 p.m. Dennis second. Motion carried.

Respectfully Submitted

Scott Jahnke, Secretary