

Tourism Commission
April 19, 2013
Merrill Chamber Office

Attending: Dan Wendorf, Jim Arndt, Chris Malm, Debbie Kinsey

Missing: Lauree O'Day, Russ Grefe, Mayor Bill Bialecki

Called to Order: 12:20pm

Review of minutes: Change in last line of minutes from worth to work. A motion to approve the minutes with change made was made by Malm, seconded by Arndt, voted and carried.

Agenda Change ~ review of the Budget and will follow with the Funding applications.

Review of Budget: reviewed the current amounts allocated to each account.

Signage- the City is in need of signage. Does the City still have money for the signage? If so, how much? Tourist need to have signage to get around the City. Will have Chris Malm see how much money is available from the City? Will see if the Tourism Commission has money available to help fund signage. Would like to have the signage come back through Tourism Commission to be OK. City would have the high school students come up with new city logo, however did not bring in anything. What is Merrill's slogan? Smart Move, Location, People, Nature. Would need to know who we are for a new slogan. Gateway to the Northwoods, North of the City, South of the Woods. Would need to do research about the City slogan and why it was picked. Would need to be able to have people be able to tell it is Merrill. No explanation to be needed. One logo for everyone to use.

Funding Applications:

Winterfest – Dog Sled Race Request amount- \$1,000: They are piggy-backing events. Making it one big weekend event. Volleyball was a big turnout. Musher's Spaghetti dinner didn't go as well as previous year. Amount granted - \$810.

Run United Request amount - \$250: Fundraiser for United Way. Would like the group to show how many overnight stays they bring in. Amount granted - \$225.

Merrill Airport Days Request amount - \$2,000: would like to see them advertise in the outside Merrill areas. Amount granted - \$900.

Merrill Lion's Labor Day Car Show requested amount - \$2,200: Would like to see more advertising in the outside area. Amount granted - \$1,350

Lincoln County Fair request amount -\$2,000: reviewed and amount granted \$675.

Gleason Heritage Days request amount \$400: Would like to see the hotel stays that are brought in. Amount granted \$180.

WI River Pro Rodeo request amount \$4,500: The association does do all advertising that is asked of them. They do bring in may hotel stays. Amount granted \$2,700.

Gazebo Nights requested amount \$1405.00: Would like to see the group become an organization and show outside the area advertising. Would need to see the overnight stays. Amount granted \$180.

Concertina requested amount - \$400: Has worked well in providing the information that is needed. Amount granted - \$360.

Ice Drags requested amount - \$2,200: would like an additional amount for their 50th Anniversary. Would like to be able to push more advertising in the Chicago area and more TV spots. Commission will be requesting that all information is in a typed out format. Amount granted - \$1,800.

Barleyfest requested amount - \$2,500: Does work with the hotels in an overnight package. 700 people in attendance last year. Local places are doing events before and after this event. This event is funded by sponsorship. Would like to see another event piggyback this event that would need a different organization to take care of. They have dropped the Brew News advertising. Amount granted - \$2,250.

Pork in the Park requested amount - \$1,000: New event outside of the MARC on September 14th. The Chamber is organizing this event during the Fall Ride. Ribs will be for sale, and people will be able to vote on their favorite. The hotels will already be full, but another event piggybacking what is going on in the area. Amount granted - \$900.

Gymkhana requested amount - \$300: would like to see the overnight stays. Amount granted - \$270.

Ladies Lifestyle Expo requested amount - \$500: would like to see the overnight stays. Amount granted - \$450.

Review the Budget and funding applications. Budget – Other Promotions \$2000, Contingency \$1,000, Conferences \$2,200, Additional Advertising \$19,000, Administration & Rent \$7,000, Marketing Support \$3000 total of \$34,200. Funding applications total of \$13,050, grand total of \$47,250. Changes made to the Budget and a 10% reduction of all of the funding applications amounts granted. A motion to approve the budget and funding applications was made by Malm, and seconded by Arndt, voted and carried.

No public comment.

A motion to adjourn the meeting was made at 2:15pm by Arndt, and seconded by Malm. Next meeting will be planned via email at a later date.