

Tourism Commission Meeting Minutes September 9, 2016

Members Present: Dan Wendorf, Jim Arndt, Kandy Peterson, Ernie Stender, Bill Bialecki, Lauree O'Day

Members Excused Absent: Steve Wendland, Debbe Kinsey

Others Present: Mayor Bill Bialecki

Public: no public in attendance

Meeting was called to order at 11:03pm by Dan Wendorf.

Public Comment: none at this time

Review of April's meeting minute: A motion to approve the minutes as written from the April 29, 2016 meeting was made by Lauree O'Day, seconded by Kandy Peterson, voted and carried.

2017 Budget: The Budget for 2017 was brought forth with an amount of \$57,240 including the grant applications with the funds requested. That number is very high, and we will need to get it under \$50,000. Review of the Budget presented from the Chamber is as follows:

- Other Promotions: Grand total of \$500
 - Other Promotions \$0
 - Tradeshows \$0
 - Visitor's Literature Display \$500
 - Discover Wisconsin \$0
- Contingency \$500
- Conferences \$2,500
- Additional Advertising \$15,000
- Administration & Rent \$10,000
- Marketing Support \$3,780
 - Telephone \$600
 - Postage \$1,500
 - Website/Computers \$1,680

Grand total of \$32,280.00. A motion to approve the Annual Budget report from Debbe was made by Lauree O'Day, seconded by Kandy Peterson, voted and carried. With the Administration & Rent, the commission is asking that they are provided with line items that shows the support they received from the Chamber. Any past money that is owed to the Chamber will be caught up by December 2016.

Review of Grant Applications:

Merrill Ice Drags – asking for \$3,000 commission granting them \$2,000

Lincoln County Fair – asking for \$3,000. Commission had discussion in regards that advertising needs to go outside the Merrill Area. Suggest to have grant money used for outside of Lincoln County. Bring in Feature events – Horse Pull – Free events in grandstand. Commission granting them \$2,000.

Merrill Airport Days – asking for \$1,000 commission granting them \$500.

Gazebo Nights – asking for \$350 commission granting them \$350 with the suggestion of advertising outside of Merrill.

Lincoln County Rodeo – asking \$5,000 commission granting them \$5,000

Bull Fighting – asking for \$4,000 commission granting them \$1,500 This is a new event.

Gleason Heritage Day – asking for \$400 commission granting them \$200

Sled Dog Races – asking for \$800 commission granting them \$600

Merrill Lion's Labor Day Car Show – asking for \$1,000 commission granting them \$1,000

Central Wisconsin Concertina Festival – asking for \$410 commission granting them \$410

Lincoln Lager Barleyfest – asking for 2,500 commission granting them \$1,500

Park in the Park – asking for \$2,000 commission granting them \$1,000

Applications that were submitted late were disregarded. Each event was reviewed. Commission would like to see a note on all letters that go out for each application noting "Funding needs to be outside of the Merrill Area."

This gives a total of \$16,060 for the Grant Applications. Including the above listed number of \$32,280 and the grant applications of \$16,060 a grand total of \$48,340 for the Tourism Budget for 2017. Lauree O'Day made a motion to accept the grand total of \$48,340 for the budget for 2017, Kandy Peterson seconded, voted and carried.

No Public Comment

A motion was made to change the back of the grant applications to include what their Present Advertising Plan is, show where the money is going, and list the name of the advertising business, publication, date and dollar amount (make it more itemized.) was made by Lauree O'Day, seconded by Kandy Peterson, voted and carried.

Would also like to supply a list of contacts for Outside advertising to each grantee.

Next meeting will be schedule via email at a later date.

A motion to adjourn at 12:29pm was made by Kandy Peterson, seconded by Lauree O'Day, voted and carried.

Cheryl Skoug
Recording Secretary