

**Tourism Commission
Meeting Minutes
August 31, 2017**

Members Present: Dan Wendorf, Kandy Peterson, Ernie Stender, Lauree O'Day, Debbe Kinsey

Members Excused Absent: Steve Wendland, Jim Arndt

Others Present:

Public: no public in attendance

Meeting was called to order at 12.00pm by Dan Wendorf.

Public Comment: none at this time

Review of September's meeting minute: A motion to approve the minutes as written from the September 9, 2016 meeting was made by Kandy Peterson, seconded by Lauree O'Day, voted and carried.

2018 Budget: 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- 250
- Conferences \$2,500
- Additional Advertising \$15,000
- Administration & Rent \$10,000
- Marketing Support \$4,780
 - Telephone \$600
 - Postage \$2,500
 - Website/Computers \$1,680

Grand total of \$33,030.00. We will need to keep in mind that the Badger Hotel was purchased by Cobblestone Hotels, and will be going under construction. At this time, we do not know if they will be closed for any time. Wyndham Hotel Group has acquired AmericInn. Gary is still the owner of the property; this will just make the hotel a world-wide hotel. With taking a break from funding grants in 2016, has given us a chance to get caught up with outstanding bills.

Review of Grant Applications:

Sled Dogs Races – They use this grant to fund advertising in other Shoppers through the FotoNews. Asking for \$600, Commission granted \$550.

Merrill Airport Days – Discussion of the event. This event gets "Fly-Ins" and people to Merrill. Asking for \$950, Commission granted \$600.

Lion's Car Show – Changing their marketing ways to different avenues. Asking for \$1,500, Commission granted \$900.

Lincoln County Fair – Marketing plan must be pre-approved by the Tourism Commission/Merrill Chamber well in advanced to received reimbursement. Asking for \$4,000, Commission granted \$2,000.

Gleason Heritage Days – Asking for \$400, Commission granted \$350.

Wis. River Pro Rodeo – Asking for \$6,000, Commission granted \$4,500

Gazebo Night – Great event and does bring in people. However, application was received at the Chamber office on August 11th, and the due date for applications was August 1st. This application was disregarded.

Concertina Festival – Asking for \$420, Commission granted \$400.

Merrill Ice Drags – Asking for \$3,000, Commission granted \$1,750.

Lincoln Lager Barleyfest – Asking for \$2,500, Commission granted \$1,750.

Pork in the Park Ribfest – Asking for \$2,000, Commission granted \$2,000. This money should be used in conjunction with the Bullfighting event to help with both advertising.

Bull Fighting – Asking for \$4,000, Commission granted \$1,500. This money should be used in conjunction with the Pork in the Park Ribfest to help with both advertising.

Lobsterfest – AmericInn would like to offer packages with this event like what they do for Barleyfest. Asking for \$1,500, Commission granted \$750.

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." Debbe indicated that it already does.

This gives a total of \$17,050 for the Grant Applications. Including the above listed number of \$33,030 and the grant applications of \$17,050 a grand total of \$50,080 for the Tourism Budget for 2018. Lauree O'Day made a motion to accept the grand total of \$50,080 for the budget for 2018, Dan Wendorf seconded, voted and carried.

No Public Comment

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

A motion to adjourn at 1:25pm was made by Kandy Peterson, seconded by Lauree O'Day, voted and carried.

Cheryl Skoug
Recording Secretary