

# Tourism Commission Meeting Minutes September 18, 2018

**Members Present:** Dan Wendorf, Ernie Stender, Jim Arndt, Dave Sukow, Debbe Kinsey

**Members Excused Absent:** Steve Wendland

**Others Present:**

**Public:** no public in attendance

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

**Public Comment:** none at this time

**Welcome:** The Commission welcomed Dave Sukow to the commission. Debbe gave a recap of the Tourism Commission.

**Review of August's meeting minute:** A motion to approve the minutes as written from the August 31, 2017 meeting was made by Ernie Stender, seconded by Jim Arndt, voted and carried.

**Review of Grant Applications:**

*Sled Dogs Races* – Confusion on who was to fill out the application. Question was asked why they are asking less than the previous years. Asking for \$300, Commission granted \$300.

*Merrill Airport Days* – Discussion of the event. Great kid event right in between two adult event weekends. Asking for \$1,500 Commission granted \$1000.

*Lion's Car Show* – Discussion on the event. Asking for \$1,000, Commission granted \$1,000.

*Lincoln County Fair* – For the past three years they have not added Merrill Chamber info to printed ads. Once it was caught, it was added to a few things. Asking for \$4,000, Commission granted \$1,500, however will receive additional \$1,500 once they have proven that Merrill Chamber information is on their print ads. They could receive a total of \$3,000.

*Gleason Heritage Days & Mud Bogs*– Asking for \$400, Commission granted \$400.

*Wis. River Pro Rodeo* – Big weather driving event. Asking for \$7,000, Commission granted \$5,000

*Gazebo Night* – Great event and does bring in people. Asking for \$350.00, Commission granted \$350.00.

*Concertina Festival* – Brings people from all over. Asking for \$400, Commission granted \$400.

*Merrill Ice Drags* – Brought in Roadkill in 2018. Asking for \$4,000, Commission granted \$2,500.

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

*Pork in the Park Ribfest* – Get maps to local businesses to help get Bikers to the Festival Grounds. Adding events to the day's activities has helped. Maybe add a "Burn-out" Contest. Asking for \$2,000, Commission granted \$2,000.

*Love Me Tender* – bringing in different acts. Asking for \$500, Commission granted \$500.

*Lobsterfest* – Asking for \$1,500, Commission granted \$1,000.

*Merrill Tractor Pull* – Bad weekend to have event following the 4<sup>th</sup> of July. Need to get information out sooner. Asking for \$2,500, Commission granted \$500.

*Black Squirrel Scurry* – Park & Rec works with this event. They used several parks in Merrill. Great event added to Lobsterfest. Asking for \$3,600, Commission granted \$1,000.

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.

**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 \$250
- Conferences \$2,500
- Additional Advertising \$15,000
- Administration & Rent \$10,000
- Marketing Support \$4,520
  - Telephone \$840
  - Postage \$2,000
  - Website/Computers \$1,680

Grand total of \$32,770.00 This gives a total of \$19,950/\$21,450 (if Fair completes request) for the Grant Applications. Including the above listed number of \$32,770 and the grant applications of \$19,950/\$21,450 a grand total of \$52,720/\$54,220 for the Tourism Budget for 2019. Jim Arndt made a motion to accept the grand total of \$52,720/\$54,220 for the budget for 2019, Ernie Stender seconded, voted and carried.

**No Public Comment**

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

A motion to adjourn at 1:28pm was made by Dave Sukow, seconded by Dan Wendorf, voted and carried.

Cheryl Skoug  
Recording Secretary