

Date: Thursday, March 3, 2016
Time: 2:00 pm
Place: City Hall

VISITOR & PROMOTION BOARD

A. CALL TO ORDER AND ROLL CALL

B. ELECTION OF OFFICERS

1. Chairperson
2. Vice-Chairperson
3. Secretary

Individual Requesting Item	City Clerk/DOGG
Expected Length of Discussion	10 min.

C. CORRECTION OF MINUTES

D. APPEARANCES FROM THE PUBLIC

E. BUSINESS

1. REVIEW FINANCIAL STATEMENT

Individual Requesting Item	City Clerk/DOGG
Expected Length of Discussion	5 min.

2. OVERVIEW OF 2015 COOPERATIVE ADVERTISING AND PREVIEW OF 2016

Individual Requesting Item	Noreen Rueckert
Expected Length of Discussion	20 min.

Documents: [joint advertising.pdf](#)

3. CONSIDERATION OF FUNDING REQUESTS FROM:

A. Green County Model Railroaders - submitted bills meet eligibility requirements for a reimbursement up to \$1,057.50

B. Monroe Arts Center - requesting \$5,000 - no bills submitted

C. Alpine Curling Club

1. Men's Bonspiel - submitted bills meet eligibility requirements for a reimbursement up to \$637.25

2. Mixed Bonspiel - submitted bills meet eligibility requirements for a reimbursement up to \$550.00

D. Green County Cheese Days - requesting up to \$10,000

E. Joint Application (Monroe Chamber, Main Street Monroe, Green County Tourism, including advertising with Big Radio) - requesting up to \$47,000

Individual Requesting Item	City Clerk/DOGG
Expected Length of Discussion	1 hour

Documents: [Green County Railroaders.pdf](#), [Monroe Arts Center.pdf](#), [mens bonspiel.pdf](#), [mixed bonspiel.pdf](#), [Cheese Days.pdf](#), [joint application.pdf](#)

4. CONSIDERATION OF PAYMENT REQUEST FROM MAIN STREET MONROE FOR RADIO AND MISC. ADVERTISING

Committee will need to decide if these bills fit within the Visitor & Promotion Board Distribution Guidelines and meet statutory requirements. (Is this specific advertising reasonably likely to generate paid overnight stays at more than one hotel/motel establishment in the City of Monroe?)

Individual Requesting Item	City Clerk/DOGG
Expected Length of Discussion	10 min.

Documents: [Main Street misc. bills.pdf](#)

F. BUSINESS BY MEMBERS

May make brief, informative statements or bring up items to be discussed at a future meeting.

G. ADJOURNMENT

This Board may take any action it considers appropriate related to any item on this agenda.

Request from person with disabilities who need assistance to participate in this meeting, including need for an interpreter, materials in alternate formats, or other accommodations, should be made to the Office of the City Clerk at (608) 329-2564 with as much advance notice as possible so that proper arrangements can be made.

Members: Bill Ross, Richard Thoman, Tom Miller, Chris Sachs, and Randy Haglund