

VISITOR & PROMOTION BOARD

March 3, 2016

A. CALL TO ORDER AND ROLL CALL

Mayor Ross called the meeting to order. Members present at roll call were Mayor Ross, Alderpersons Thoman and Miller, and Randy Haglund. Others present were Noreen Rueckert, Richard Daniels, Bob Rufi, Duke Goecks, Newt Keenen, City Clerk/Dir. of Gen. Gov't. Stamm, Cara Carper, and Jordan Nordby. Member Chris Sachs was absent.

B. ELECTION OF OFFICERS

City Clerk Stamm briefly reviewed the nomination procedure.

1. CHAIRPERSON

Alderperson Thoman nominated Mayor Ross for Chairperson and moved to close the nominations. Randy Haglund seconded the motion. Motion carried. Alderperson Miller, with a second from Alderperson Thoman, moved to approve the Mayor as Chairperson. Motion carried.

2. VICE-CHAIRPERSON

Mayor/Chairperson Ross nominated Randy Haglund for Vice-Chairperson and moved to close the nominations. Alderperson Thoman seconded the motion. Motion carried. Alderperson Miller, with a second from Alderperson Thoman, moved to approve Randy Haglund as Vice-Chairperson. Motion carried.

3. SECRETARY

Mayor/Chairperson Ross nominated Deputy Clerk Miller for Secretary and moved to close the nominations. Alderperson Thoman seconded the motion. Alderperson Miller, with a second from Alderperson Thoman, moved to approve Deputy Clerk Miller for Secretary. Motion carried.

C. CORRECTION OF MINUTES

None

D. APPEARANCES FROM THE PUBLIC

None

E. BUSINESS

1. REVIEW FINANCIAL STATEMENT

Clerk Stamm went over the financial statement. The actual cash account balance of \$90,344.10 minus the \$12,485.00 for preapproved expenses leaves \$77,859.10 for new requests. Brief discussion took place.

2. OVERVIEW OF 2015 COOPERATIVE ADVERTISING AND PREVIEW OF 2016

Noreen Rueckert from Green County Tourism/Cheese Days gave a presentation on advertising that was done last year and what will be new for 2016. The branding concept and cooperative advertising with the Monroe Chamber, Main Street Monroe, and Wisconsin Tourism has been very effective.

3. CONSIDERATION OF FUNDING REQUESTS FROM:

A. Green County Model Railroaders - \$1,057.50

Clerk Stamm said that this request met the requirements and she could recommend payment up to \$1057.50. Alderperson Thoman moved to approve the full request submitted by the Green County Model Railroaders. Alderperson Miller seconded the motion. Motion carried.

B. Monroe Arts Center - \$5,000.00

Clerk Stamm said this for printing brochures for the music festival and the request also met requirements for payment. She would recommend approval. Richard Daniels added comments. Alderperson Thoman moved to approve payment up to \$5,000.00 requested by the Monroe Arts Center. Randy Haglund seconded the motion. Motion carried.

C. Alpine Curling Club

1. Men's Bonspiel - \$637.25

Clerk Stamm said that bills were submitted similar to what has been done in the past and they would meet eligibility requirements. Alderperson Miller moved to approve the full request. Alderperson Thoman seconded the motion. Motion carried.

2. Mixed Bonspiel - \$550.00

Clerk Stamm said this meets the eligibility requirements up to \$550.00. Randy Haglund moved to approve the request as presented. Alderperson Miller seconded the motion. Motion carried.

D. Green County Cheese Days - \$10,000.00

Noreen Rueckert added comments. Clerk Stamm clarified the total dollar amount of claims from other entities being presented today. Alderperson Miller moved to approve the full request from Green County Cheese Days. Alderperson Thoman seconded the motion. Motion carried.

E. Joint Application (Monroe Chamber, Main Street Monroe, and Green County Tourism, including advertising with Big Radio) - \$47,000.00

City Clerk Stamm briefly explained the joint request. Cara Carper from the Monroe Chamber said that the local focus was her part of it and that she would be requesting much less funding this year. She said Green County Tourism would be doing the majority of the marketing to keep branding the same. Jordan Nordby from Main Street Monroe thanked Clerk Stamm for helping him through his first year. He said things would be similar to last year and that they would be sticking with the summer themes for the downtown. Alderperson Miller moved to approve the joint application up to \$47,000.00, and Randy Haglund seconded the motion. Questions and discussion took place regarding the Big Radio ads, to which Clerk Stamm added explanation. Motion carried.

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

Clerk Stamm said that she would like direction on this item from the board. She explained that Main Street Monroe had more locally focused radio ads for specific events (Maxwell Street Days, Christmas Parade, Holiday shopping, December Farmer's Market, and Shop Small Saturday) and the board needs to decide if this meets the qualifications under the state guidelines. Jordan Nordby said that Main Street Monroe was combining more Friday and Saturday events as a weekend destination to generate overnight stays to meet the qualifications. Questions and discussion took place. Alderperson Miller moved to approve payment up to \$1,980.00. Randy Haglund seconded the motion.

Cara Carper from the Monroe Chamber said that since she would be requesting a lesser amount for last year, perhaps the rest could be put toward Main Street Monroe's request. Discussion continued. Alderperson Miller amended his motion to approve payment up to the total amount of \$2,900.00. Alderperson Thoman seconded the amended motion. Motion carried.

F. BUSINESS BY MEMBERS

None

G. ADJOURNMENT

Alderperson Miller, with a second from Alderperson Thoman, moved to adjourn. Motion carried.

Ellen K. Miller, Deputy Clerk
Secretary