

VISITOR & PROMOTION BOARD

July 26, 2016

A. CALL TO ORDER AND ROLL CALL

Clerk Stamm called the meeting to order. Members present were Art Bartsch, Bill Ross, Tom Miller, and Chris Sachs. Also present were Mayor Armstrong, Clerk Stamm, Assistant Administrator Martin Shanks, Jordan Norby from Main Street Monroe, Savannah Erzen from Southwestern Wisconsin Regional Planning Commission, Nick Faessler from ARC Green County, and Noreen Rueckert from Green County Tourism. Randy Haglund was absent.

B. ELECTION OF OFFICERS

City Clerk Stamm briefly reviewed the nomination procedure.

a. CHAIRPERSON

Tom Miller nominated Bill Ross for Chairperson and moved to close the nominations and that a unanimous ballot be cast. (There were no other nominations). Art Bartsch seconded the motion. Motion carried. Bill Ross is now the Chairperson.

b. VICE-CHAIRPERSON

Chairperson Bill Ross nominated Art Bartsch for Vice-Chairperson. There were no other nominations. Tom Miller made the motion to close the nominations and that a unanimous ballot be cast. Chris Sachs seconded the motion. Motion carried. Art Bartsch is now the Vice-Chairperson.

c. SECRETARY

Chairperson Ross nominated Deputy Clerk Cummings for Secretary. No other nominations were made. Art Bartsch moved to close the nominations and that a unanimous ballot be cast. Tom Miller seconded the motion. Motion carried. Deputy Clerk Cummings is now the Secretary.

C. CORRECTION OF MINUTES

None

D. APPEARANCES FROM THE PUBLIC

None

E. REVIEW FINANCIAL STATEMENT

Clerk Stamm went over the financial statement. The year to date Room Tax income is \$52,016.00. The group has paid out \$25,246.00 in grants. There is \$50,000.00 in pre approved grants pending. These bills will be coming in. The cash account right now is \$109,892.00 minus the \$50,000.00 that has been allocated for the pending grants leaves a total of \$59,892.00 available to approve new grants.

Art Bartsch asked how this compared to the same time last year for revenue. Clerk Stamm provided the information that it was almost exactly the same as last year.

F. CONSIDERATION OF FUNDING REQUESTS FROM:

a. Main Street Monroe – requesting up to \$1,300.00 to print brochures.

Jordan Norby from Main Street Monroe spoke and passed around the brochure for board to look at. This updated brochure has a larger map and is more visual. They will have two dozen visitor packets made up to mail out to people who request them. They will also give the brochures to Green County Tourism and to the Chamber of Commerce to mail out with any requests they receive. Brochures will be given to the brewery, the Monroe Arts Center, and local businesses. Discussion took place.

Art Bartsch made the motion to approve the funding. The motion was seconded by Chris Sachs. Motion carried.

b. Assistant Administrator Martin Shanks – requesting \$4,800.00 plus an ongoing annual \$500 maintenance fee for an online interactive bike trail map. Assistant Administrator Shanks explained that this request has come out of the comprehensive plan that was just completed. It would be online bike trail maps that can be used by individual and local groups. Discussion took place. Assistant Administrator Shanks gave more information. More discussion took place. Tom Miller made the motion to approve the fee and 3 years of the annual maintenance. After three years it needs to come back to the board to reevaluate. Chris Sachs seconded the motion. Motion carried.

c. ARC of Green County – submitted bills and meets eligibility requirements for a reimbursement up to \$6,158.94 for balloon rally advertising. Clerk Stamm explained that the bills have been submitted and all meet eligibility requirements for reimbursement. Nick Faessler was the coordinator of the event and he spoke. Noreen Rueckert from Green County Tourism also spoke. (Randy Haglund came in at this point) Questions were asked and discussion took place. Tom Miller made the motion to approve the grant. The motion was seconded by Randy Haglund. Motion carried.

G. BUSINESS BY MEMBERS

H. ADJOURNMENT

Tom Miller made a motion to adjourn. Motion was seconded by Chris Sachs. Motion carried.

Nicole M. Cummings, Deputy Clerk