

Approved

**TOURISM COMMITTEE
MEETING
Minutes**

March 21, 2019

Deer Run Golf Course

11:00 AM

CALL TO ORDER:

Sarah Pielhop called the meeting to order at 11:05 AM.

ROLL CALL:

Present were Sarah Pielhop, Jennifer “Louie” Lecker, Glen Braun, and Alderperson Tim Hanson. Also present was City Administrator Lori Gosz. Absent was Aaron Kabat.

APPROVAL OF THE AGENDA:

Motion – Lecker moved to approve the agenda. Seconded by Hanson. Motion carried.

APPROVAL OF MINUTES – JANUARY 17, 2019:

Motion – Hanson moved to approve the minutes of the January 17, 2019 Tourism Committee minutes. Seconded by Lecker. Motion carried.

REVIEW OF ROOM TAX EXPENDITURE REPORT:

Gosz reported the balance available is \$4,349.45. This is prior to the revenue from the first quarter of 2019.

Hanson questioned the amount needed for the Tourism Center. Pielhop stated the pledge was \$9,000 total. We have \$5,500 set aside. Pielhop stated Marx will be requesting payment soon of:

- \$5,000.00 for Tourism Center Project
- \$2,000.00 for Coffee Stand
- \$410.09 for a Brochure Rack

Need approximately \$2,000 more for the Tourism Center.

Motion – Lecker moved to approve the Room Tax Expenditure Report. Seconded by Braun. Motion carried.

REVIEW AND APPROVAL OF FUNDING REQUESTS:

None.

NEW BUSINESS:

A. Brillion Nature Center – Maple Syrup Camp and Promotion Event:

Lecker stated there are more participants to the event. The Tourism request is also for brochures. The Syrup Event is a free event. The request is for \$956.00. Pielhop suggested only giving \$150.00 for advertising. Discussion followed.

Approved

Motion – Pielhop moved to recommend to City Council the request from the Brillion Nature Center for \$956.00. Seconded by Braun. Motion carried.

B. Brillion Chamber of Commerce – Bazaar After Dark Event:

The request from the Chamber for the Bazaar After Dark Event was discussed. With the limited funds available, Hanson suggested giving a portion of the request now and the balance later.

Motion – Braun moved to recommend to City Council the amount of \$3,000 now with the option to ask for the remaining balance in April once the first quarter revenue is received. Seconded by Hanson. Motion carried.

NEW BUSINESS:

Pielhop gave an update on the Bazaar After Dark Event.

Pielhop reported she will be meeting with Dena Mooney regarding the Calumet County Tourism Brochure for the Tourism Center.

OLD BUSINESS:

A. Update on Brillion Community Center – Tourism Center:

It was reported that the Tourism Center is near completion and that the TV has been installed.

B. Outdoor Wall Murals:

Pielhop reported there will be mural painted on the Schroth Floral building as part of the Bazaar After Dark Event.

Melanie Meulemans is considering painting one on the Bullseye building.

Pielhop reported the Calumet County Historical Society is working on painting murals throughout Calumet County with Brillion being considered.

FUTURE MEETING DATE:

The next meeting will be April 10, 2019 at 11:00 AM at Deer Run.

ADJOURNMENT:

The meeting adjourned at 11:40 PM.

Lori M. Gosz
City Administrator/Clerk-Treasurer