

Approved

**TOURISM COMMITTEE
MEETING
Minutes**

October 16, 2019

Brillion Community Center

3:30 PM

CALL TO ORDER:

Chairperson Lecker called the meeting to order at 3:30 pm.

ROLL CALL:

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

APPROVAL OF THE AGENDA:

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

APPROVAL OF MINUTES – SEPTEMBER 18, 2019:

Motion – Myers moved to approve the minutes of the September 18, 2019 Tourism Committee minutes. Seconded by Hanson. Motion carried.

REVIEW OF ROOM TAX EXPENDITURE REPORT:

Motion – Hanson moved to approve the Room Tax Expenditure Report as presented. Seconded by Braun. Motion carried.

REVIEW AND APPROVAL OF FUNDING REQUESTS:

A. Brillion Redevelopment Authority – Fall Pole Decorating Contest:

Motion – Lecker moved to recommend to City Council to release the funding request for the Brillion Redevelopment Authority Fall Pole Decorating Contest in the amount of \$100.00. Seconded by Hanson. Motion carried.

NEW BUSINESS:

A. City Map/Brochure:

Lecker stated she has been contacted by people at the Brillion Nature Center if there is a brochure of the trails, parks, and recreation areas. Gosz stated there is a City map/brochure but it needs to be updated. Lecker suggested the Tourism Committee work on this.

Kabat questioned if there is a cap on the amount Tourism funds. Gosz explained there is no cap amount.

OLD BUSINESS:

A. Brillion Community Center – Tourism Center:

Lecker reported she attended a Park & Recreation Commission meeting regarding the Tourism Center. She explained the Park & Recreation Commission would allow the use of the TV, but at the Tourism Committee cost.

Lecker explained the Park & Recreation Commission understood the Tourism Committee was going to spend \$7,000 on the cost to remodel the Tourism corner and that if there was any more

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it would be at Tourism costs. Gosz explained the Tourism Committee set aside \$5,500 for the Tourism Center, of which \$2,000 was paid to Take Seven for furniture and \$410.07 for the brochure rack. The balance of \$3,089.93 has been allocated to the BCC Reserve Account for the renovation project.

It was suggested to ask the Park & Recreation Commission for a total cost on the Tourism Center and if it is more than the \$3,089.93 then the Tourism Committee will make up the difference. If there is any left we could spend on floor signage. Lecker asked the Park & Recreation Commission if they would prefer us purchasing the TV or if we can use the BCC TV.

3:55 PM – Kabat left the meeting at this time.

Braun suggested asking for donations for brochures and/or tourism video for TV. Lecker stated she will create the video loop. It was suggested to ask for \$100 from each business that is interested on being on the video loop. Braun volunteered to work on this.

FUTURE MEETING DATE:

The next meeting will be Wednesday, November 20, 2019 at 3:30 pm.

ADJOURNMENT:

The meeting adjourned at 4:13 PM.

Lori M. Gosz
City Administrator/Clerk-Treasurer