

Approved

**TOURISM COMMITTEE
MEETING
Minutes**

December 18, 2019

Brillion Community Center

3:30 PM

CALL TO ORDER:

Chairperson Lecker called the meeting to order at 3:40 pm.

ROLL CALL:

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

APPROVAL OF THE AGENDA:

Motion – Myers moved to approve the agenda. Seconded by Braun. Motion carried.

APPROVAL OF MINUTES – OCTOBER 16, 2019:

Motion – Braun moved to approve the minutes of the October 16, 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 Myers. Motion carried.

REVIEW AND APPROVAL OF FUNDING REQUESTS:

A. Brillion Area Jaycees – Brillion Fest:

Myers reported she talked to the Brillion Jaycees and they would like to make the event bigger and bring in three (3) bigger named bands and do radio advertisement for the event. They want to be able to do more for the City. The amount they are requesting is \$7,500.00.

Lecker stated there is currently \$4,559 available and she would like to save enough for the Brillion Optimist Parade. Myers stated the Jaycees want to begin advertising.

Motion – Braun moved to approve \$2,500 of the Brillion Area Jaycees request so they can begin advertising and then ask the Brillion Jaycees to come back in February or March to request the remainder after the fourth quarter room tax has been received. Seconded by Hanson. Motion carried.

NEW BUSINESS:

A. City Map/Brochure:

The Committee reviewed the current City Map/Brochure. Lecker will contact Zander Press on pricing to have the map/brochure revised.

B. Fall Pole Decorating Contest:

Gosz explained the RDA would like the Tourism Committee to take over this program. It was suggested to have the Brillion Optimist include this with the Walk Thru Brillion event and to

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market it with the event. It was suggested to continue to support with \$100 for the contest winner.

Motion – Braun moved to continue to support the Fall Pole Decorating contest with \$100 to the contest winner. Seconded by Hanson. Motion carried.

OLD BUSINESS:

A. Brillion Community Center – Tourism Center Costs:

Gosz explained the Park & Rec Commission would the Tourism Committee members attend their January 2nd meeting to discuss the Tourism Center costs.

FUTURE MEETING DATE:

The next meeting will be Wednesday, January 15, 2020 at 3:30 pm.

ADJOURNMENT:

The meeting adjourned at 4:10 PM.

Lori M. Gosz
City Administrator/Clerk-Treasurer