



Small City. **Big Heart.**

**CITY OF BRILLION
TOURISM COMMISSION MINUTES
Thursday, May 2, 2024 at 3:30pm**

Call to order: 3:32pm by Chairperson Angela Jellum

Roll Call:

Present: Angela Jellum – Chairperson, Michael Ebert, Shelly Lau, TJ Moehr – City Council

Not Present – Aaron Kabat, Chandresh Patel

Guests: None

Approval of the Agenda:

Motion: Lau moved to approve the agenda. Seconded by Ebert. All in favor. Motion carried.

Approval of Minutes –Tourism Commission meeting January 18, 2024:

Motion: Lau moved to approve the minutes for January 18, 2024. Seconded by Ebert. All in favor.

Motion carried.

Room Tax Financial Report:

Motion: Lau moved to approve the financial report. Seconded by Ebert. All in favor. Motion carried.

Room Tax Permit Application –

- a. KB Family Rentals LLC

Motion: Lau moved to approve the Room Tax Permit Application for KB Family Rentals. Seconded by Ebert. All in Favor. Motion Carried.

Tourism Grant New Funding Requests

- a. Brillion Optimist Club – Light Parade

Motion: Lau moved to approve up to \$2,000 to be spend on newspaper advertising & social media for Tourism Marketing and Promotion Expenses. Seconded by Ebert.

All in Favor. Motion Carried. Ebert made a motion to approve up to \$750 in banners for advertisement for the event if they are within Marketing and Tourism expenses to advertise the event beforehand. Banners to use at the parade are not eligible expenses. Seconded by Moehr. All in Favor. Motion Carried.

- b. Brillion Optimist Club – A Walk Through Brillion

Motion: Ebert moved to approve up to the following Tourism Marketing and Promotional Expenses: up to \$2,000 to be spend on social media, up to \$250 on posters to advertise the event, and up to \$900 in print advertising to advertise the event. Seconded by Lau. All in Favor. Motion Carried.

New Business

- a. Future Meeting Time – Commission will continue to meet at 3:00pm for future meetings.
- b. One item to keep an eye on is the NFL Draft and people wanting to list their homes for short term rentals. Angela to send a suggestion to City Center on possibly having a cheat sheet or instruction on how to do that and deadlines.

Old Business

- a. Kayak Sign – This is part of a larger action item. The Commission is working on getting quotes to give a recommendation to city council to improve areas in town that Tourist would frequent. This will be completed and reviewed at the next meeting.

- b. Continuing Recruitment of Committee Members
 - i. Louie Lecker is no longer on the commission as she has retired.
- c. City of Brillion Ad in Calumet County Guide. We will be adding this to the agenda moving forward to continue looking at how to redesign the Ad for the 2025 Guide to best represent the area as it continues to evolve.

Future Meeting Date – Thursday, July 18, 2024 at 3:00pm.

Adjournment: Lau made a motion to adjourn the meeting. Meeting adjourned at 4:18pm by Angela Jellum – Chairperson.