

Unapproved

**TOURISM COMMITTEE  
MEETING  
Minutes**

**January 19, 2019**

**Brillion City Hall**

**11:00 AM**

**CALL TO ORDER:**

Sarah Pielhop called the meeting to order at 11:07 AM.

**ROLL CALL:**

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

**APPROVAL OF THE AGENDA:**

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

**APPROVAL OF MINUTES – SEPTEMBER 19, 2018:**

**Motion** – Lecker moved to approve the minutes of the September 19, 2018 Tourism Committee minutes. Seconded by Hanson. Motion carried.

**REVIEW OF ROOM TAX EXPENDITURE REPORT:**

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

**REVIEW AND APPROVAL OF FUNDING REQUESTS:**

None.

**NEW BUSINESS:**

**A. Rock The Block/Bazaar After Dark:**

Gosz stated the City Council would like to use \$2,500 for Rock The Block from the Room Tax revenue. Pielhop stated Rock The Block is not really Tourism. She has concerns that tourism money should be used for tourism. She explained that Rock The Block and Bazaar After Dark are two (2) separate events that coincide with each other. Pielhop stated that she contacted Ryan Roth to see if the \$2,500 needed for Rock The Block can be absorbed another way.

**OLD BUSINESS:**

**A. Brillion Welcome Signs – Consider Landscaping Changes:**

Pielhop suggested using Tourism Funds to update the landscaping. Hanson stated this should not be Tourism. This should be the Chamber or the City DPW funding. Pielhop agreed.

This will be taken off the agenda.

**B. Update on Brillion Community Center – Tourism Center:**

Pielhop reported that Kreative Knotts will donate signs for the Tourism Center. Pielhop found brochure racks for the Center.

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Discussion followed on how much should be done at the Center before the Bazaar After event. The Committee committed to \$7,000 for the Tourism Center, there is another \$3,000 needed. Creating a brochure for restaurants was suggested.

**Motion** – Lecker moved to approve the 32 pocket adjustable brochure rack for the Tourism Center. Seconded by Hanson. Motion carried.

**Motion** – Pielhop moved to apply \$1,500 toward the Tourism Center. Seconded by Lecker. Motion carried.

**C. Outdoor Wall Murals:**

Lecker stated this should be a request for this type of use of Tourism Funds from a group or individual.

**FUTURE MEETING DATE:**

The next meeting will be February 14, 2019 at 11:00 AM at Deer Run.

**ADJOURNMENT:**

The meeting adjourned at 12:03 PM.

Lori M. Gosz  
City Administrator/Clerk-Treasurer