

**TOURISM COMMITTEE  
MEETING  
Minutes**

**January 20, 2021**

**Brillion City Center & Zoom**

**4:00 PM**

**CALL TO ORDER:**

Meeting called to order at 4:06 PM.

**ROLL CALL:**

Present were Louie Lecker -Chair, (Via Zoom the following) Tim Hanson-Council Rep, Amy Meyers-Vice Chair. Also present was City Administrator Peter Wills-Secretary/Treasurer.

**GUEST:** None

**APPROVAL OF THE AGENDA:**

**Motion** – Meyers moved to approve the agenda as printed and circulated. Seconded by Hanson. Motion carried.

**APPROVAL OF MINUTES – SEPTEMBER 16, 2020 Tourism Committee Meeting**

**Motion** – Hanson moved to approve the September 16, 2020 Tourism Committee Minutes. Seconded by Meyers. Call vote. Motion carried.

**REVIEW AND APPROVAL OF YEAR END FINANCIALS:** The financials presented by Administrator Wills was in an unfamiliar format to the committee members, as pulled directly from the accounting software program. Hanson forwarded a pdf of the financial spreadsheet to the committee that they have previously reviewed and approved. Administrator Wills discussed that he will review records for that spreadsheet and update for the next meeting.

**Motion** Meyers moved to table financials to next meeting, second by Hanson: Call vote. Motion carried.

**REVIEW AND APPROVAL OF FUNDING REQUESTS:**

**A. Brillion Nature Center-Winter Sprinter 5K Snowshoe Walk/Run Grant Request:**

Lecker discussed the application for funding for the Winter Sprinter 5K event Feb 27, 2021. A full application was provided with all details. The goal is to attract to the area to utilize the Nature Center during the winter. The event budget is \$1,250.00. The \$1,000.00 is being applied from Room Tax, the \$250 will come from another grant.

**Motion:** Meyers moved to approve the full request of \$1,000.00 for the **Winter Sprinter 5K Snowshoe Walk/Run Grant Request**. Seconded by Hanson. Lecker Abstained from vote. Call vote. Motion carried.

**NEW BUSINESS:**

Lecker discussed that it has been difficult to get a quorum of the Tourism Committee is only meeting quarterly. Tourism Members are appointed annually following the Spring election.

Louie Lecker affirmed she would like to stay on the Committee, Vidhi Patel-Cobblestone would be on due to paying in entity, Amy Meyers, affirmed she would like to remain, Tim Hanson, Council Rep would like to remain council Rep. Glen Braun, has not responded to invitation requests, the committee recommends he is replaced. Recommendations are to request representative from Ariens Hospitality as a tourism draw to the area. Aaron Kabt, Cobblestone Creek also has not been request to reach out by Administrator if they have someone who is able to attend meetings, they prefer to have largest Restaurant/event to have representative. Administrator will reach out and follow up to committee members prior to April appointments.

**OLD BUSINESS:**

None

**FUTURE MEETING DATES:**

Repeating Calendar invite was sent out by Administrator Wills to current membership list for quarterly meetings Third Wednesday at 4:00pm. Next meeting will April 21, 4:00pm

**ADJOURNMENT:**

The meeting adjourned at 4:29PM.

Peter Wills  
City Administrator/Community Development Director