

CITY OF BRILLION
TOURISM COMMITTEE MINUTES
Thursday April 21, 2022 3:30pm
City Center

AGENDA:

1. **Call to order**
2. **Chair Angela Jellum called the meeting to order at 3:34 pm**
3. **Roll call**

Present were: Angela Jellum – Chair, Amy Myers – Secretary, Louie Lecker and Shelly Lau – City Council Rep and Lindsay Johnson

4. **Approval of the Agenda**

Motion: Lau moved to strike agenda item 9 for further research and adding Brillion Tourism Video and Brochure. Johnson Seconded. Motion carried.

5. **Approval of Minutes –Tourism Committee meeting March 10, 2022**

Motion: Luau motioned to approve the March 10th 2022 Tourism Committee Minutes, seconded by Myers. Motion carried.

6. **Room Tax Financial Report**

- a. **2021 Room Tax Balance**

Room Tax balance report has not been updated at this time due to the administration issue.

7. **Room Tax Permit Application**

- a. **None at this time**

8. Tourism Grant New Funding Requests

a. Brillion Optimist Light Parade

Discussion: The tourism board discussed that funding can be given to the Optimist Light Parade for marketing and advertising only and will be contingent upon receiving the receipts after the event.

Motion: Myers motioned to approve the grant for marketing and advertising expenditures contingent upon receipt of the invoices. Lau seconded and motion was carried.

9. Tourism Committee Purpose & How Room Tax Can be spent

Stricken from agenda to be tabled for further research.

10. New Business

a. Destination Brillion Video and Brochures

Discussion: Myers gave an update on video production. Dan Hagenow has been hired to complete the video and has been given a list/agenda of “everything Brillion” to film. Dan has also been given permission to use video B-roll footage that he has already taken for the Optimists, the Police Department, Endries International, Etc to round out the video. Tammy Williams will be scheduling time to tour around town with Dan to catch the items on the agenda. The agenda is outlined generally as “Live, work, learn and play” and will be used on the Destination Brillion Website as well as on social media or development events. A grant application will either be submitted by the RDA or the Chamber for 50% of the payment of the video as well as the updated city brochures. The video will cost \$3,000, half of which will be covered by a Room Tax Grant.

11. Old Business

a. Tourism Grant Application Revision Vote on New Grant Application

Discussion: See Louis notes for addendum. The committee reviewed the Wisconsin Room tax law and agreed the application was in compliance. Room application approval is pending the revisions made post meeting.

c. How Room Tax Can be spent, Wisconsin Room Tax Law:

A. Ad Hoc Tourism Committee

B. Room Tax Primer

C. Tourism Commission Overview

D. How Room Tax Can be spent

12. Future Meeting Date: Thursday July 21st Time:3:30 Location:City Center

13. Adjournment

Time: 4:58