

**VISITOR AND PROMOTION BOARD
MONDAY, DECEMBER 7, 2009
CITY HALL, MONROE, WISCONSIN**

The meeting was called to order at 11:30 a.m. by Chairperson Ron Marsh.

A. Roll call

Present at roll call were members Mayor Ron Marsh, Alderperson Thurston Hanson, Richard Thoman, Randy Gobeli and Jim Glessner. Non-members present included Noreen Rueckert (Cheese Days and Green County Tourism), Barb Nelson (Monroe Main Street), Paul Schoenike (Green County Model Railroaders, Inc.), Jerry Guth (Green County Board of Supervisors and Tri-County Trail Commission), and Brian Gray from the Monroe Times.

B. Correction of Minutes

There were no corrections to the minutes. Motion by Richard Thoman, seconded by Thurston Hanson to approve the minutes of the previous meeting on September 30, 2009. The motion carried by unanimous voice vote.

C. Business

1. Review financial statement

9. Discuss discrepancies in fund balances for Visitor Board

Chairperson Marsh provided a financial report, indicating there is a current balance of \$61,074.30 in the account. He also indicated that the 2007 audit is complete, and the 2008 audit will be finished within the next month, at which time the information will be available to determine whether any fund discrepancies exist. The fund balances will be discussed at the Board's next meeting. Motion by Jim Glessner, seconded by Randy Gobeli to approve the financial report. The motion carried by unanimous voice vote.

2. Review and take action on funding request from Monroe Youth Hockey Association for hockey tournaments

Dan Moats, who was available by phone if needed, has submitted a request for \$600.00 for expenses for holding four youth hockey tournaments. Motion by Randy Gobeli, seconded by Thurston Hanson to approve the request as proposed. The motion carried by unanimous voice vote.

3. Review and take action on funding request from Monroe Main Street for Highway 20 billboard

Barb Nelson submitted a request for \$3,800.00 for a "Discover Monroe" billboard, which includes the cost of creating the billboard and displaying it for three months. Motion by Jim Glessner, seconded by Richard Thoman to postpone action on this request until the next meeting, to allow Barb to return with prices

for keeping the billboard up for 6, 9 or 12 months. The motion carried by unanimous voice vote.

4. Review and take action on funding request from Green County Tourism for advertising in Green County Visitor Guide

Noreen Rueckert submitted a request for \$2,000.00 for a 2-page ad in the 2010 Green County Visitor Guide. She presented a rough draft copy of the layout of the proposed ad, and Board members provided input as to the photos they would like included. Motion by Jim Glessner, seconded by Randy Gobeli to approve the request as proposed. The motion carried by unanimous voice vote.

5. Review and take action on funding request from Green County Tourism for “Where in Wisconsin is Jessica Doyle” game through Wisconsin Dept. of Tourism

Noreen Rueckert submitted a request for \$200.00 to help fund expenses by Green County Tourism and the Monroe Chamber for game prize packages. Motion by Richard Thoman, seconded by Randy Gobeli to approve the request as proposed. The motion carried by unanimous voice vote.

6. Review bills and authorize payment to Green County Model Railroaders, Inc. for special event advertising (\$1,750.00 was pre-approved)

Paul Schoenike was present to request payment of \$1,750.00 in funding which has been pre-approved, for advertising expenses for the annual Model Train Show-Swap Meet which was held on September 26 and 27, 2009. Motion by Randy Gobeli, seconded by Richard Thoman to approve the payment as requested. The motion carried by unanimous voice vote.

7. Review bills and authorize payment to Green County Tourism for advertising in Cheese, Beer, Wine and Chocolate Trail magazine (pre-approved up to \$425.00)

Noreen Rueckert was present to request payment of \$425.00 in funding which has been pre-approved, for a print ad in a Cheese, Beer, Wine and Chocolate Trail magazine published by Freeport Journal Standard in September, 2009. Motion by Jim Glessner, seconded by Randy Gobeli to approve the payment as requested. The motion carried by unanimous voice vote.

8. Presentation by Jerry Guth regarding possible survey on changing the Cheese Country Trail with possible action on a potential funding request

Jerry Guth provided information to the Board on recent developments by the Wisconsin and Southern Railroad which may result in the reinstallation of the rail line for a few miles west of Monroe on the corridor currently used by the Tri-County Trail, to provide rail service to a proposed new company who may be building there. The Board discussed the impact of this and other possible further extensions of the rail line which could occur in the future, which would mean the loss of a viable source of tourism revenue to Monroe. There are possibilities for the establishment of a “rail-with-trail” arrangement which would allow for the rail

and trail to work together. Mr. Guth indicated that the Tri-County Trail Commission has held preliminary discussions with Ryan Wilson of Fehr-Graham & Associates on the possibility of conducting a study or survey regarding this situation, which may cost in the range of \$3,000-\$8,000. They will be meeting with Mr. Wilson again on December 17, 2009, and will have more information at that time. Motion by Randy Gobeli, seconded by Richard Thoman to consider a request, if submitted, to provide funding toward the study or survey, due to the potential negative impact on tourism in Monroe if the trail were to be removed and not replaced in some fashion. The motion carried by unanimous voice vote.

D. Business by Members

There was no further business by members.

The Board scheduled their next meeting for Wednesday, January 6, 2010 at 11:30 a.m.

E. Adjournment

Motion by Richard Thoman, seconded by Thurston Hanson to adjourn at 12:25 p.m. The motion carried by voice vote.

Recorded by Diane Updike