

**VISITOR AND PROMOTION BOARD
WEDNESDAY, JANUARY 6, 2010
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 and Jim Glessner. Board member Randy Gobeli was absent. Non-members present included Monroe Park Supervisor Paul Klinzing, Ryan Wilson (Fehr-Graham & Associates), Noreen Rueckert (Cheese Days and Green County Tourism), Barb Nelson (Monroe Main Street), Robert Voegeli, and Brian Gray from the Monroe Times.

B. Correction of Minutes

There were no corrections to the minutes. Motion by Richard Thoman, seconded by Jim Glessner to approve the minutes of the previous meeting on December 7, 2009. The motion carried by unanimous voice vote.

C. Business

1. Review financial statement

Chairperson Marsh provided a financial report, indicating there is a current balance of \$73,371.75 in the account. Motion by Jim Glessner, seconded by Richard Thoman to approve the financial report. The motion carried by unanimous voice vote.

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

Barb Nelson was present at the last meeting to submit 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, until January 31, 2010. At that time, the Board postponed action until their next meeting, to allow Barb to return with prices for keeping the billboard up for an additional 6, 9 or 12 months. Barb has been quoted a price of \$675.00 per month to extend the billboard contract for 12 months. The total cost for production, displaying the first three months, and the 12 month extension is \$11,900.00. Motion by Jim Glessner, seconded by Richard Thoman to approve the total cost of \$11,900.00. The motion carried by unanimous voice vote.

3. Discuss and possibly take action regarding trailhead at Twining Park

Chairperson Marsh explained that the creation of a trailhead at Twining Park would become more important if the current trailhead for the Cheese Country Trail is lost. In addition, DNR matching grant money must be applied for in the spring of the year. Jim Glessner indicated that he is not in favor of the

construction and staffing of a building at the Twining Park site. Motion by Thurston Hanson, seconded by Jim Glessner to postpone further discussion until such time that more information is known on the status of the existing Cheese Country trailhead. The motion carried by unanimous voice vote.

4. Discussion regarding possible survey on changing the Cheese Country Trail with possible action on a potential funding request

Ryan Wilson of Fehr-Graham & Associates was present to explain a study which they are proposing to conduct, which would address the possible options regarding the relocation of the Cheese Country Trail for the first 3.5 miles west of Monroe, in the event that the corridor would be returned to a railroad line. The cost of the full study is estimated to be \$3,000.00 to \$4,000.00. Robert Voegeli indicated that the Tri-County Trail Commission will be paying for a portion of the cost of the study. The Board felt that the number overnight visitors brought in by the trail is a vital part of Monroe's tourist economy, and that a portion of the study could be funded under the Municipal Developments category of their guidelines. Motion by Jim Glessner, seconded by Richard Thoman to approve an amount of up to \$3,000.00 toward the expense for Fehr-Graham to conduct a study of the options for the Cheese Country Trail to relocate or share the corridor with the railroad, for the first 3.5 miles west of Monroe. The motion carried by unanimous voice vote.

5. Discuss discrepancies in fund balances for Visitor Board

Chairperson Marsh reported that the City's audit is not yet finished. This item is to be placed on the agenda again for the Board's next meeting.

D. Business by Members

There was no further business by members.

E. Adjournment

Motion by Thurston Hanson, seconded by Richard Thoman to adjourn at 12:15 p.m. The motion carried by voice vote.

Recorded by Diane Updike