

**VISITOR AND PROMOTION BOARD
MONDAY, FEBRUARY 22, 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, and Randy Gobeli. Board members Richard Thoman and Sharon Riese were absent. Non-members present included Noreen Rueckert (Cheese Days and Green County Tourism), and Barb Nelson (Monroe Main Street).

B. Correction of Minutes

There were no corrections to the minutes. Motion by Thurston Hanson, seconded by Randy Gobeli to approve the minutes of the previous meeting on January 6, 2010. The motion carried by unanimous voice vote.

C. Business

The agenda items were discussed in the order that follows:

2. Review financial statement

Chairperson Marsh provided a financial report, indicating there is a current balance of \$83,314.27 in the account. Motion by Randy Gobeli, seconded by Thurston Hanson to approve the financial report. The motion carried by unanimous voice vote.

7. Discuss discrepancies in fund balances for Visitor Board

Chairperson Marsh reported that these figures are still being worked on, and are not yet complete. This item is to be placed on the agenda again for the Board's next meeting.

1. Appoint Vice-Chairperson

Thurston Hanson nominated Randy Gobeli to replace Jim Glessner as Vice-Chairperson. Chairperson Marsh seconded the nomination. There were no other nominations. Randy Gobeli was elected Vice-Chairperson by unanimous voice vote.

4. Review and take action on funding requests from Green County Tourism for:

Noreen Rueckert submitted the following requests for 2010 projects:

a. Wisconsin Spring/Summer Travel Guide

For \$900.00 to purchase a two-page spread in the Spring/Summer Wisconsin Travel Guide produced by the Journal and Topics Newspapers; with the total cost of \$2,700.00 (which includes \$200.00 toward design) to be shared by Green County Tourism and the New Glarus Chamber.

b. Cheese, Beer, Wine, Chocolate “Trail” Magazine

For \$435.00 to purchase a full center spread in the Cheese, Beer, Wine, Chocolate “Trail” Magazine produced by the Freeport Journal Standard; with the total cost of \$1,310.00 (which includes \$100.00 toward design revisions) to be shared by Green County Tourism and the New Glarus Chamber.

c. Wisconsin Trails Magazine

For \$1,445.00 to purchase two ads, one in the May/June issue and one in the Sept/Oct issue of the Wisconsin Trails Magazine, and for prizes for free overnight drawings; with the total cost of \$4,334.00 (which includes both ads, \$200.00 toward design and \$200.00 toward overnight getaway packages) to be shared by Green County Tourism and the New Glarus Chamber.

d. Wisconsin Fall Travel Guide

For \$900.00 to purchase a two-page spread in the Fall Wisconsin Travel Guide produced by the Journal and Topics Newspapers; with the total cost of \$2,700.00 (which includes \$200.00 toward design) to be shared by Green County Tourism and the New Glarus Chamber.

e. Silent Sports Magazine

For \$692.00 to purchase ½ page ads in the May, June and August issues of the Silent Sports Magazine; with the total cost of \$2,075.00 (which includes \$200.00 toward design) to be shared by Green County Tourism and the New Glarus Chamber.

f. Wisconsin Dept. of Tourism monthly co-op email “admail”

For \$200.00 for an ad in June with the Wisconsin Dept. of Tourism monthly co-op email “admail”; with a total cost of \$400.00 (which includes \$150.00 toward overnight package) to be shared with Green County Tourism.

Motion by Randy Gobeli, seconded by Thurston Hanson to pre-approve the requests as proposed, with the invoices to be submitted at the time of payment request. The motion carried by unanimous voice vote.

6. Review bill and authorize payment to Green County Tourism for Green County Visitor Guide advertising

Noreen Rueckert was present to request payment of \$2,000.00 in funding which has been pre-approved, for an ad in the 2010 Green County Visitor Guide. Motion by Randy Gobeli, seconded by Thurston Hanson to approve the payment as requested. The motion carried by unanimous voice vote.

3. Review and take action on funding request from Monroe Main Street for:

a. Hidden Valleys Visitor Guide

Barb Nelson submitted a request for \$2,000.00 for a 2-page ad in the 2010 Hidden Valleys Visitor Guide. The total cost of \$4,282.75 is to be shared by advertising merchants (\$1,875.00) and Monroe Main Street (\$407.75). Chairperson Marsh suggested that in future years, a 14-month calendar be printed which would include known January and February events, so they can be advertised until the magazine is printed in the following year. Motion by Randy Gobeli, seconded by

Thurston Hanson to pre-approve the request as proposed. The motion carried by unanimous voice vote.

b. WTVO & WQRF commercials

Barb Nelson submitted a request for \$2,100.00 for a series of 30-second television commercials, to air on Rockford stations WTVO and WQRF between April 6 and July 26, 2010. The cost includes \$100.00 production cost for the Monroe commercial, and 1/3 of the \$6,000.00 ad package cost, to be shared by Green County Tourism and the New Glarus Chamber. Motion by Randy Gobeli, seconded by Thurston Hanson to pre-approve the request as proposed. The motion carried by unanimous voice vote.

5. Review bills and authorize payment to Monroe Main Street for Hwy 20 billboard advertising

Barb Nelson was present to request payment of \$3,800.00, which is a partial amount of the funding which has been pre-approved, for a billboard on Highway 20. The partial billing covers production cost and the first three months of display. Motion by Thurston Hanson, seconded by Randy Gobeli to approve the payment as requested. The motion carried by unanimous voice vote.

D. Business by Members

There was no further business by members.

E. Adjournment

Motion by Thurston Hanson, seconded by Randy Gobeli to adjourn. The motion carried by voice vote.

Recorded by Diane Updike