

**VISITOR AND PROMOTION BOARD
MONDAY, MARCH 31, 2010
CITY HALL, MONROE, WISCONSIN**

The meeting was called to order at 1:00 p.m. by Chairperson Ron Marsh.

A. Roll call

Present at roll call were members Mayor Ron Marsh, Alderperson Thurston Hanson, Richard Thoman and Sharon Riese. Board member Randy Gobeli was absent. Non-members present included Robert Rufi (Alpine Curling Club), Mary Gerard (Charter Media), 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 Richard Thoman to approve the minutes of the previous meeting on February 22, 2010. The motion carried by unanimous voice vote.

C. Business

1. Review financial statement

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

2. Review and take action on funding requests from Alpine Curling Club:

a. Mixed Bonspiel – bills attached – can make final approval for payment

Robert Rufi was present to submit a request for \$644.28 for advertising and website maintenance for the Alpine Curling Club Mixed Bonspiel, which was held January 29-31, 2010. Copies of invoices for expenses have been submitted. Under funding guidelines, \$500.00 may be reimbursed at 100%, with 50% matching funds for the remaining \$144.28, or \$72.14, for a total reimbursable amount of \$572.14. Motion by Richard Thoman, seconded by Thurston Hanson to approve the payment of \$572.14. The motion carried by unanimous voice vote.

b. Men's Bonspiel – bills attached – can make final approval for payment

Robert Rufi was present to submit a request for \$511.24 for advertising and website maintenance for the Alpine Curling Club Men's Bonspiel, which was held December 4-6, 2009. Copies of invoices for expenses have been submitted. Under funding guidelines, \$500.00 may be reimbursed at 100%, with 50% matching funds for the remaining \$11.24, or \$5.62, for a total reimbursable amount of \$505.62. Motion by Thurston Hanson, seconded by Sharon Riese to approve the payment of \$505.62. The motion carried by unanimous voice vote.

3. Presentation by Charter Communications regarding Summer advertising opportunities

Mary Gerard was present from Charter Communications to submit a proposal for television advertising for the Summer 2010 season. The prices remain the same as last year, \$710.00 per week for six select weeks during June-August, in the Milwaukee area. The Board may also choose to produce a new commercial which could feature the newly completed downtown landscaping.

4. Possibly take action regarding Summer advertising with Charter Communications

Motion by Richard Thoman, seconded by Sharon Riese to postpone action on this proposal until the Board's next meeting. The motion carried by unanimous voice vote.

5. Review and take action on funding request from Green County Cheese Days

Noreen Rueckert submitted a request for \$17,554.00 for various print, radio, billboard, internet and television advertising for the 2010 Cheese Days event. Under funding guidelines, \$5,000.00 may be reimbursed at 100%, with 50% matching funds for the remaining \$12,554.00, or \$6,277.00, for a total maximum reimbursable amount from the Board of \$10,000.00. Motion by Richard Thoman, seconded by Sharon Riese to pre-approve the request for an amount of up to \$10,000.00, as proposed. The motion carried by unanimous voice vote.

6. Review bill and authorize payment to Monroe Main Street for Hidden Valleys Visitor Guide advertising

Barb Nelson was present to request payment of \$2,000.00 in funding which has been pre-approved, for an ad in the 2010 Hidden Valleys Visitor Guide. Motion by Thurston Hanson, seconded by Richard Thoman to approve the payment as requested. The motion carried by unanimous voice vote.

7. Discuss discrepancies in fund balances for Visitor Board

Motion by Thurston Hanson, seconded by Sharon Riese to postpone discussion on this item until the Board's next meeting. The motion carried by unanimous voice vote.

D. Business by Members

A tentative date of Friday, April 16, 2010 was suggested for the Board's next meeting, if members are available at that time.

There was no further business by members.

E. Adjournment

Motion by Thurston Hanson, seconded by Richard Thoman to adjourn. The motion carried by voice vote.

Recorded by Diane Updike