

**VISITOR AND PROMOTION BOARD
WEDNESDAY, APRIL 8, 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 Richard Grahn (GreenCountySpotlight.com), Virgil Leopold and Trudy Westerman (Cheese Days), Noreen Rueckert (Cheese Days and Green County Tourism), Mary Gerard (Charter Media), Barb Nelson (Monroe Main Street), Pam Christopher (Monroe Chamber of Commerce), Tom Purdy, and Tere Dunlap (Monroe Times).

B. Correction of Minutes

There were no corrections to the minutes. Motion by Jim Glessner, seconded by Richard Thoman to approve the minutes of the previous meeting on March 13, 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 \$61,074.30. Motion by Randy Gobeli, seconded by Jim Glessner to approve the financial report. The motion carried by unanimous voice vote.

3. Presentation by Richard Grahn regarding GreenCountySpotlight website, discussion, and possibly take action

Richard Grahn was present to provide information on GreenCountySpotlight.com which is a new free website available for use by business, government and non-profit agencies. The Committee will keep this resource in mind as a tool for promoting events and activities.

2. Presentation on Cheese Days expenses/advertising and discussion regarding future cost-sharing partnerships

Virgil Leopold, Trudy Westerman and Noreen Rueckert provided information on the expenses and revenue sources for the Cheese Days organization, and expressed appreciation to the Board for their financial support. The Committee asked the Cheese Days Board to consider ways to advertise which would draw overnight visitors to Monroe at times other than during their festival. These could include having advertising out during a longer time period or adding general invitations to visit Monroe onto their Cheese Days ads.

4. Presentation by Charter Media regarding tourism advertising and possibly take action

Mary Gerard presented a proposal from Charter Media to air a tourism advertising video commercial on four networks, 120 times per week, for \$710.00 each week. She recommends running for 3 select weeks per month, May through September. The Board did not take action on the proposal at this time.

5. Discuss and act on funding request from Monroe Main Street for Hidden Valleys Visitor Guide

Barb Nelson distributed copies of the 2009 Hidden Valleys Visitor Guide, pointing out the 2-page Monroe Main Street ad and schedule of events. Part of the \$4,545.25 ad price has been cost-shared by Main Street and individual merchant ads, and they are requesting \$1,300.00 from this Board. Motion by Richard Thoman, seconded by Alderperson Hanson to approve the amount of \$1,300.00 for this ad. The motion carried by unanimous voice vote.

6. Discuss and act on funding request from Green County Tourism for advertising in Cheese, Beer, Wine and Chocolate Trail magazine

Noreen Rueckert is placing a \$950.00 ad in the May 25 tourism magazine insert of the Freeport Journal Standard. The New Glarus Chamber and Green County Tourism are each providing 1/3 of the cost, and the remaining \$317.00 is being requested from this Board. Motion by Randy Gobeli, seconded by Richard Thoman to approve the amount of \$317.00 for this ad. The motion carried by unanimous voice vote.

7. Updates, discussion and possibly take action regarding:

a. Running streaming video on internet (Jim Glessner)

Jim Glessner distributed information regarding VideoTripper.com, a provider of packages for streaming video on their vacation planning website. After review, the Committee indicated they will not follow up on this course of action at this time.

b. Listing events on Craigslist (Thurston Hanson)

Alderperson Hanson offered to post a free listing for the City of Monroe every 1-2 days in the Events section, which would provide a link to the Chamber of Commerce's event schedule and possibly to the new Spotlight website.

c. Advertising opportunities and cost estimates from various regions:

i. Minneapolis & Milwaukee (Ron Marsh)

ii. Fox Valley area (Jim Glessner)

iii. Chicago/Kenosha/Racine area (Noreen Rueckert)

iv. Des Moines and Quad Cities (Richard Thoman)

Members shared information and prices they obtained for print and radio marketing opportunities in these regions. They were most interested in inserting our printed material into publications, or in cost-sharing ads with other local agencies.

d. Bus and Tour Groups (Noreen Rueckert and Randy Gobeli)

Noreen Rueckert stated that Green County Tourism is a member of Circle Wisconsin, which provides exposure to group tour planners. She has a folder that she sends out to interested parties who contact her. The Committee discussed preparing a brochure to encourage tour groups to not only stop in Monroe but to stay overnight. Motion by Richard Thoman, seconded by Jim Glessner to spend up to \$650.00 to prepare a one-page flyer or brochure promoting Monroe activities and lodging, and print a quantity for inclusion in the group tour folder packets. Noreen Rueckert and Jim Glessner will work together on putting a brochure together. Pam at the Monroe Chamber of Commerce will be consulted about being a contact person to provide information for interested tour groups.

D. Business by Members

There was no business by members.

The Committee scheduled their next meeting for Wednesday, May 13, 2009 at 11:30 a.m.

E. Adjournment

Motion by Jim Glessner, seconded by Randy Gobeli to adjourn at 1:30 p.m. The motion carried by voice vote.

Recorded by Diane Updike