

**VISITOR AND PROMOTION BOARD
FRIDAY, APRIL 16, 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, Sharon Riese and Randy Gobeli. Non-members present included Mary Gerard (Charter Media) and Barb Nelson (Monroe Main Street).

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 March 31, 2010. The motion carried by unanimous voice vote.

C. Business

The items were discussed out of order from the agenda.

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 Randy Gobeli, seconded by Thurston Hanson to approve the financial report. The motion carried by unanimous voice vote.

3. Discuss discrepancies in fund balances for Visitor Board

In prior years, Visitor Board funding requests were paid from the City's General Fund, which was then reimbursed from Visitor Board account revenues. At one time, the prior Accounting Manager indicated there was a deficit of \$30,000.00 that the Visitor Board account needed to refund to the General Fund. Mayor Marsh reported that Treasurer/Comptroller Cathy Maurer will be preparing a letter indicating that she has reviewed the City's records from the 2007 and 2008 audit, and she does not find that there are any discrepancies in the fund balance of the Visitor Board account as it relates to the General Fund, so no payback is needed. Randy Gobeli and Richard Thoman questioned whether any partial payback had already been started some time ago, and if so, should this be returned to the Visitor Board account. This item will be placed on the Board's next agenda for further discussion and clarification by Treasurer/Comptroller Maurer.

Chairperson Marsh expressed his appreciation to Board members for their good working relationship over the past four years, and commended their philosophy which has funded activities and advertising opportunities which have increased Tourism to the City of Monroe. Mayor Marsh left the meeting at 11:45 a.m. and delegated chairing the remainder of the meeting to Alderperson Hanson.

2. Discuss and possibly take action regarding Summer advertising with Charter Communications

Mary Gerard was present from Charter Communications to continue discussions on television advertising for the Summer 2010 season. Motion by Randy Gobeli, seconded by Sharon Riese to authorize the contracting of six weeks of television advertising, which will include two weeks in June (to focus on the Balloon Rally), two weeks in mid-July, one week at the end of September, and one week in early October, at a total cost of \$4,260.00, using the same ad as last year, and broadcasting on the networks Lifetime, HGTV, Travel (replaces Oxygen) and History Channel (replaces Discovery Channel). The motion carried by unanimous voice vote.

The Board discussed possible changes for next year's television advertising, including a new video which could be taped this fall at leaf-color time; and also indicated they would like to see the creation of a coupon book of discounts at Chamber of Commerce member restaurants and businesses, which could be promoted on the television ads.

D. Business by Members

There was no further business by members.

E. Adjournment

Motion by Randy Gobeli, seconded by Richard Thoman to adjourn. The motion carried by voice vote.

Recorded by Diane Updike