

**VISITOR AND PROMOTION BOARD
TUESDAY, JUNE 1, 2010
CITY HALL, MONROE, WISCONSIN**

The meeting was called to order at 11:30 a.m. by Mayor William Ross.

A. Roll call

Present at roll call were members Mayor William Ross, Alderperson Thurston Hanson, Richard Thoman and Sharon Riese. Teresa Gobeli arrived during the meeting. Non-members present included Jim Bruce and John McNeil (WEKZ/Big Radio), Kevin Johnson (Green County Model Railroaders), Matt Urban (Monroe Balloon Rally, Inc.), Barb Nelson (Monroe Main Street), Noreen Rueckert (Green County Tourism and Cheese Days) and Cathy Maurer, City Comptroller/Treasurer.

B. Correction of Minutes

There were no corrections to the minutes of the previous meeting on April 16, 2010.

C. Business

1. Elect Chairperson

Thurston Hanson nominated William Ross as Chairperson. Richard Thoman seconded the nomination. There were no other nominations, and William Ross was elected Chairperson by unanimous voice vote.

2. Elect Vice-Chairperson

Thurston Hanson nominated Richard Thoman as Vice-Chairperson. Sharon Riese seconded the nomination. There were no other nominations, and Richard Thoman was elected Vice-Chairman by unanimous voice vote.

3. Review financial statement

A financial report has been distributed to Board members, indicating there is a current balance of \$83,493.27 in the account. Motion by Thurston Hanson, seconded by Sharon Riese to approve the financial report. The motion carried by unanimous voice vote.

Teresa Gobeli arrived at this time.

4. Discuss and possibly take action regarding Big Radio 93.7 Summer/Fall Advertising package

Jim Bruce and John McNeil presented an advertising package which features 175 thirty second commercial messages on each of four radio stations in Monroe and Freeport (for a total of 700 ads), and includes an onsite promotion and display at the Stephenson County Visitors Bureau on the US Highway 20 corridor during the balloon rally weekend in June, for a price of \$8,500.00. After a discussion period, Chairperson Ross made a motion that was seconded by Sharon Riese to approve the advertising package. The motion carried by unanimous voice vote.

5. Discuss and possibly take action on funding requests from:

The items were discussed out of order from the agenda.

d. Green County Tourism for advertising in July/August Wisconsin Trails magazine

Noreen Rueckert submitted a request for \$938.00 to design and place an ad in the July/August Wisconsin Trails magazine (the back cover was available for this price for this issue). This amount represents 1/2 of the total cost of the ad and design, with the other half to be paid by Green County Tourism. Motion by Thurston Hanson, second by Richard Thoman to pre-approve an amount of \$938.00 for the ad. The motion carried by unanimous voice vote.

a. Green County Model Railroaders for 2010 train show and swap meet

Kevin Johnson submitted a request for \$1,750.00 for special event advertising for the 2010 Green County Model Railroaders train show and swap meet to be held on September 25-26, 2010. Motion by Thurston Hanson, second by Sharon Riese to pre-approve an amount of \$1,750.00 for the advertising. The motion carried by unanimous voice vote.

b. Monroe Balloon Rally, Inc.

Matt Urban submitted a request for \$5,000.00 for special event advertising for the Monroe Balloon Rally Festival to be held on June 18-19, 2010. Motion by Thurston Hanson, second by Richard Thoman to pre-approve an amount of \$5,000.00 for the advertising. The motion carried by unanimous voice vote.

c. Monroe Main Street for advertising in the Galenian travel magazine

Barb Nelson submitted a request for \$2,100.00 for two ads in The Galenian travel magazine, for publication in the Spring 2010 and Fall 2010 editions, plus design fees. Motion by Richard Thoman, second by Teresa Gobeli to pre-approve an amount of \$2,100.00 for the ads. The motion carried by unanimous voice vote.

6. Review bill and authorize payment to Green County Cheese Days for brochure printing (\$2,920.48)

A bill has been submitted to request payment of \$2,920.48 in funding (part of the \$10,000.00 pre-approved on 3-31-2010) for printing 40,000 Cheese Days brochures. Teresa Gobeli asked that Noreen Rueckert be contacted to ask when the brochures will be delivered to local motels. Motion by Thurston Hanson, seconded by Richard Thoman to approve the payment of \$2,920.48 as requested. The motion carried by unanimous voice vote.

7. Review bills and authorize payment to Monroe Main Street for Highway 20 billboard advertising (2,700.00)

Bills have been submitted to request payment of \$2,700.00 in funding (part of the \$11,900.00 pre-approved on 1-6-2010) for the Highway 20 billboard advertising from February 8, 2010 to May 30, 2010. Motion by Thurston Hanson, seconded

by Sharon Riese to approve the payment of \$2,700.00 as requested. The motion carried by unanimous voice vote.

8. Discuss discrepancies in fund balances for Visitor Board with information to be presented by Comptroller/Treasurer

Comptroller/Treasurer Cathy Maurer was present to present information on the question of whether a discrepancy existed in the fund balances for the Visitor Board account. She explained that the confusion arose when the City changed from one computer system to another. She has checked the records and finds that no money is owed between accounts, and indicated that the audits done each year have also shown that no funds need to be transferred or repaid.

D. Business by Members

Board members were reminded that the City Clerk's office will print the attachments to the agendas for the members if they request it. Copies of the Visitor Board Guidelines were distributed. Teresa Gobeli will provide the new state guidelines for the Board's review.

E. Adjournment

Motion by Sharon Riese, seconded by Richard Thoman to adjourn. The motion carried by voice vote.

Recorded by Diane Updike