

**VISITOR AND PROMOTION BOARD
WEDNESDAY, JUNE 3, 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, Randy Gobeli and Jim Glessner. Non-members present included Matt Urban (Monroe Balloon Rally), Jim Bruce and John McNeil (Big Radio Network), Noreen Rueckert (Cheese Days and Green County Tourism), and Barb Nelson (Monroe Main Street). Alderperson Thurston Hanson and Richard Thoman were not present.

B. Correction of Minutes

There were no corrections to the minutes. Motion by Jim Glessner, seconded by Randy Gobeli to approve the minutes of the previous meeting on May 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 in the account, with previously approved payments totaling \$9,760.00 to be paid when invoices are received. He stated that the 2007 audit is not yet completed, so there is still no further information on the fund balance discrepancy issue. Motion by Jim Glessner, seconded by Randy Gobeli to approve the financial report. The motion carried by unanimous voice vote.

2. Discuss and possibly take action regarding Charter Media proposal for football season advertising

Mary Gerard has submitted a proposal for cable TV advertising during the NFL or Badger football games. The entire season must be purchased, and may not be broken down into choosing individual months to buy. After review, Randy Gobeli made a motion that was seconded by Jim Glessner to decline participation in this advertising opportunity. The motion carried by unanimous voice vote.

3. Review and take action on funding request from Monroe Main Street for Badger Trail bike brochures

Barb Nelson submitted a request for \$2,163.00 to print 10,000 "Come Ride the Badger Trail" bike brochures, for insertion into the Chicago "Journal & Topics" newspaper on two occasions, in June and again in early September. The price includes shipping the brochures to the newspaper. Motion by Jim Glessner, seconded by Randy Gobeli to approve the request as proposed. The motion carried by unanimous voice vote.

4. Review and take action on funding request from Big Radio 93.7 FM

Jim Bruce and John McNeil presented a revised proposed Big Radio Summer Promotion package, advertising on 92.1 FM, 102.1 FM and 93.7 FM with a total of 405 30-second ads and face-to-face tourist contact to approximately 150

travelers per day by on-site ambassadors at the Freeport/Stephenson County Convention & Visitors Bureau on Highway 20 near Freeport for a 3-day weekend in June, for \$5,000.00. After a discussion period, they offered that part of the radio ads could be delayed until this fall, advertising the ATV and bike trail (ads could coincide with the brochure insert approved in item #3 above). The remainder of the ads could be aired in June to promote the Balloon Rally. (This would be in addition to the \$1,000 of radio advertising approved through Matt Urban's funding request). Motion by Jim Glessner, seconded by Randy Gobeli to approve the proposal, allotting 1/3 of the radio ads for June coverage of the Balloon Rally, using the same ad that Matt Urban has set up; saving 2/3 of the radio ads to be aired in the fall to promote the ATV and bike trails; and utilizing the promotion personnel at the Freeport site on the weekend of the Balloon Rally, June 19-21, 2009, at a total cost of \$5,000.00. The motion carried by unanimous voice vote.

5. Review and take action on funding request from Green County Tourism for co-op e-mail advertising

Noreen Rueckert submitted a request for \$125.00 to participate in a Wisconsin Department of Tourism monthly co-op e-mail, with the expense to be shared equally with Green County Tourism (total \$250.00). The e-mail allows recipients to view area lodging and promotion materials and to sign up to win a free getaway weekend in Monroe. Chairman Marsh suggested that the Board consider funding the cost of the lodging in the drawing, allowing the winner to select two nights in the lodging establishment of their choice in Monroe. After a discussion period, Jim Glessner made a motion that was seconded by Randy Gobeli to approve an amount of up to \$500.00 to cover half the cost of the e-mail promotion and to pay for the two nights' lodging in the getaway drawing. The motion carried by unanimous voice vote.

6. Review and take action on funding request from Monroe Balloon Rally for balloon rally flyer insertions in Chicago suburb newspapers

Matt Urban submitted a request for \$870.00 to print and insert Balloon Rally flyers in Chicago area newspapers, as discussed by the Board at their last meeting. Matt indicated that he did not include shipping the brochures to Chicago, and requested that up to \$70.00 be added to include that expense. The brochures are scheduled to be mailed from Monroe on June 12th and be inserted the following Monday or Tuesday. Motion by Randy Gobeli, seconded by Jim Glessner to approve up to a total of \$940.00 for the printing, shipping and insertion of the brochures. The motion carried by unanimous voice vote.

Matt Urban indicated that Chairman Marsh has given him authorization to also submit bills for a previously granted request. On May 13, 2009, tentative approval for Balloon Rally advertising expenses of up to \$5,500.00 was granted (includes \$5,000.00 plus \$500.00 matching funds). Bills submitted at this time include:

\$2,830.00 to the Monroe Times for a 2" x 2" ad

\$ 837.00 to the Monroe Times for internet banner on website

\$ 540.87 to SB on the Web for the Rally website

\$4,207.87 total due to Matt Urban

Motion by Jim Glessner, seconded by Randy Gobeli to approve the payment to Matt Urban. The motion carried by unanimous voice vote.

7. Review bill and authorize payment to Green County Tourism for spring/summer travel guide advertising (Pre-approved)

Noreen Rueckert was present to request payment of \$833.33 in funding (1/3 of \$2,500.00 total, split with New Glarus and Green County Tourism) for 2-page ad in the "Journal & Topics" newspaper. Motion by Randy Gobeli, seconded by Jim Glessner to approve the payment as requested. The motion carried by unanimous voice vote.

8. Review bill and authorize payment to Monroe Main Street for Hidden Valleys Visitor Guide (Pre-approved) (payment was already made but final approval was never given by Board)

Barb Nelson was present to request retroactive final approval for payment in the amount of \$1,300.00 for a 2-page ad in the 2009 Hidden Valleys Visitor Guide. Payment has already been made. Motion by Randy Gobeli, seconded by Jim Glessner to approve the payment as requested. The motion carried by unanimous voice vote.

9. Review and possibly take action regarding room tax fund guidelines received from a state tourism source

Jim Glessner provided copies of information he received at the Governor's Conference on Tourism, regarding the proper use of room tax revenue.

10. General discussion on tourism marketing ideas

Chairman Marsh asked for information on the staffing of Welcome Centers throughout the state. Noreen Rueckert indicated that some locations are now being operated by tourism groups from local communities near the sites.

Chairman Marsh asked the Board members if advertising in the Minneapolis newspaper should be placed on a future agenda for follow-up. It was decided not to pursue this advertising at this time.

Jim Glessner displayed a copy of "the Trail" magazine, noting that we have an ad in it. It was felt we should continue to use this advertising tool.

D. Business by Members

There was no further business by members.

E. Adjournment

Motion by Jim Glessner, seconded by Randy Gobeli to adjourn at 12:25 p.m. The motion carried by voice vote.

Recorded by Diane Updike