

**VISITOR AND PROMOTION BOARD
WEDNESDAY, JULY 15, 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, Randy Gobeli and Richard Thoman. Non-members present included Newton Keenan and Paul Schoenike (Green County Model Railroaders, Inc.), Chris Sachs (Green County YMCA Youth Triathlon), Noreen Rueckert (Cheese Days and Green County Tourism), and Barb Nelson (Monroe Main Street). Jim Glessner was not present, and Tere Dunlap of the Monroe Times was present for a portion of the meeting.

B. Correction of Minutes

There were no corrections to the minutes. Motion by Richard Thoman, seconded by Randy Gobeli to approve the minutes of the previous meeting on June 3, 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 \$63,690.95 in the account. 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 Randy Gobeli, seconded by Richard Thoman to approve the financial report. The motion carried by unanimous voice vote.

2. Review and take action on funding request from Green County Model Railroaders, Inc. for 2009 train show and swap meet

Newton Keenan and Paul Schoenike submitted a request for \$1,750.00 (based on \$3,000.00 spent) for advertising for the 31st Annual Train Show and Swap Meet on September 26 and 27, 2009. The Board expressed concern over the funding amount in relation to the number of room stays generated. The applicants indicated that in previous years their actual advertising expenses were less than anticipated, so a smaller amount was actually reimbursed, and it is expected that situation may occur again with this request. Motion by Thurston Hanson to grant pre-approval for up to \$1,750.00 reimbursement as requested. The motion died for lack of a second. Motion by Randy Gobeli, seconded by Thurston Hanson to grant pre-approval for up to the amount which was pre-approved last year. The motion carried by unanimous voice vote. *NOTE: On March 24, 2008, the Board granted preliminary approval for \$1,750.00 for the 2008 show.*

3. Review and take action on funding request from Green County YMCA for youth triathlon (bills attached, can give final approval)

Chris Sachs submitted a request for \$489.33 to fund the 6th Annual Just Tri Youth Triathlon. Chairperson Marsh noted that itemized bills are enclosed for all expenses except \$62.09 for postage used to mail brochures using the YMCA's postage meter. Motion by Randy Gobeli, seconded by Richard Thoman to approve the request and authorize payment for \$427.24 based on documents submitted, with the remaining \$62.09 to be paid once a signed statement from the YMCA is submitted, for a total of \$489.33. The motion carried by unanimous voice vote.

4. Review and take action on funding request from Green County Tourism for Sept/Oct issue of Wisconsin Trails magazine advertising

Noreen Rueckert submitted a request for \$700.00 to place a half page ad in the Sept/Oct Wisconsin Trails magazine. This amount represents a 1/3 share of the total cost of the ad and design, with remaining the 2/3 to be paid by Green County Tourism and New Glarus Tourism. Richard Thoman made a motion that was seconded by Randy Gobeli to pre-approve an amount of \$700.00 for the ad. The motion carried by unanimous voice vote.

5. Review and take action on funding request from Monroe Main Street for Sept/Oct issue of Wisconsin Trails magazine advertising

Barb Nelson submitted a request for \$2,550.00 to place a full-page ad in the Sept/Oct Wisconsin Trails magazine, in conjunction with a special feature on Main Street Communities, including a reduced advertising rate. Barb will request that the ad does not appear on a page close to the ad approved in item #4 above. Richard Thoman made a motion that was seconded by Randy Gobeli to pre-approve an amount of \$2,550.00 for the ad. The motion carried by unanimous voice vote.

6. Review and take action on funding request from Green County Tourism for advertising in September issue of Cheese, Beer, Wine and Chocolate Trail magazine

Noreen Rueckert amended her application, to change the amount requested to \$425.00 to place a double page center spread ad in the September issue of the Cheese, Beer, Wine and Chocolate Trail magazine published by the Freeport Journal Standard. This amount represents a 1/3 share of the total cost of the ad and design, with remaining the 2/3 to be paid by Green County Tourism and New Glarus Tourism. Randy Gobeli made a motion that was seconded by Thurston Hanson to pre-approve an amount of \$425.00 for the ad. The motion carried by unanimous voice vote.

7. Review bills and authorize payment to Green County Tourism for advertising in May issue of Cheese, Beer, Wine and Chocolate Trail magazine - \$317.00 (pre-approved request)

Noreen Rueckert was present to request payment of \$317.00 in funding (1/3 of \$950.00 total, split with New Glarus and Green County Tourism) for the ad in the Cheese, Beer, Wine and Chocolate Trail magazine published on May 25, 2009.

Motion by Thurston Hanson, seconded by Richard Thoman to approve the payment of \$317.00 as requested. The motion carried by unanimous voice vote.

8. Review bills and authorize payment to Monroe Balloon Rally, Inc. for inserts in Chicago newspaper - \$505.47 (pre-approved request)

Bills have been submitted to request payment of \$505.47 in funding for printing and inserting 5000 Balloon Rally flyers into northern Chicago suburb newspapers. Motion by Richard Thoman, seconded by Randy Gobeli to approve the payment of \$505.47 as requested. The motion carried by unanimous voice vote.

9. Review bills and authorize payment to Monroe Balloon Rally, Inc. for balloon rally promotion - \$896.07 (pre-approved request)

Bills have been submitted to request payment of \$896.07 in funding for the remaining costs for the 2009 Balloon Rally (partial payment was made at last month's meeting). Motion by Thurston Hanson, seconded by Randy Gobeli to approve the payment of \$896.07 as requested. The motion carried by unanimous voice vote.

10. Review and approve design of group tour flyer

Noreen Rueckert distributed the proposed flyer to be printed for mailing in information packets to group tours. The cost of producing and printing the flyer was approved at the April 8, 2009 meeting; and today's request is for approval of the flyer design. Motion by Randy Gobeli, seconded by Richard Thoman to approve the design and proceed with preparation of the flyers. The motion carried by unanimous voice vote. Final bills will be submitted when available.

11. Discuss and possibly take action regarding raising room tax percentage rate

Chairperson Marsh reviewed the laws regarding the possible use of funds from an increased room tax. After a discussion period, the Board felt that due to the limited uses of an increase in funds, the current fund balance on hand that the Board already has to work with, and the economic times in general, an increase in room tax would not be advisable at this time. No action was taken.

D. Business by Members

There was no further business by members.

E. Adjournment

Motion by Thurston Hanson, seconded by Richard Thoman to adjourn at 12:15 p.m. The motion carried by voice vote.

Recorded by Diane Updike