

**VISITOR AND PROMOTION BOARD  
TUESDAY, JULY 27, 2010  
CITY HALL, MONROE, WISCONSIN**

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

**A. Roll call**

Present at roll call were members Mayor William Ross, Alderperson Thurston Hanson, Richard Thoman, Sharon Riese and Teresa Gobeli. Non-members present included Noreen Rueckert, Brenda Ritschard, David Riese, Donna Bahler, Cindy Jaggi, Ryan Wilson, David Babler, Ryan Kubly, Barbara Nelson and Ron Marsh.

**B. Correction of Minutes**

There were no corrections to the minutes of the previous meeting on June 1, 2010. Motion by Richard Thoman, seconded by Sharon Riese to approve the minutes. The motion carried by unanimous voice vote.

**C. Business**

**1. Review financial statement**

A financial report has been distributed to Board members, indicating there is a current balance of \$77,908.47 in the account. Motion by Sharon Riese, seconded by Richard Thoman to approve the financial report. The motion carried by unanimous voice vote.

**2. Review bills and authorize payments to:**

**a. Green County Tourism (requesting \$3,195.94, slightly over preapproved amounts)**

Noreen Rueckert was present to request payment totaling \$3,195.94 in funding for previously approved applications, including the Spring/Summer WI Travel Guide by Journal and Topics, the Spring "Trail" magazine by Freeport Journal Standard, the May/June beer/cheese taster ad in the Wisconsin Trails magazine, the July/August bicycling ad in the Wisconsin Trails magazine, and the WI Dept of Tourism June Admail. The amount requested for some projects is slightly over the preapproved amount due to the ad design costs coming in somewhat higher than estimated in the original proposal. Motion by Richard Thoman, seconded by Teresa Gobeli to approve the payment as requested. The motion carried by unanimous voice vote.

**b. Monroe Balloon Rally, Inc. (requesting \$5,000.00 which was preapproved)**

Bills have been submitted to request payment of \$5,000.00 in funding which was preapproved for the 2010 Monroe Balloon Rally Festival. Motion by Sharon Riese, seconded by Teresa Gobeli to approve the payment as requested. The motion carried by unanimous voice vote.

**c. Monroe Hockey Association (was preapproved for \$600.00, unable to provide bills to substantiate)**

Copies of some bills have now been submitted by the Monroe Hockey Association, requesting payment of the \$600.00 which was preapproved. After discussion, Thurston Hanson made a motion that was seconded by Richard Thoman to postpone action on the matter until the next meeting of the Board, with a request for a representative of the Monroe Hockey Association to be present to provide further information.

**d. Green County Cheese Days (was preapproved, some bills previously submitted, ok to pay \$2,289.76 of this bill)**

Noreen Rueckert was present to request payment of \$2,289.76 in funding of the previously approved amount of up to \$10,000.00 for the 2010 Cheese Days Festival. Motion by Sharon Riese, seconded by Richard Thoman to approve the payment as requested. The motion carried by unanimous voice vote.

**e. Monroe Main Street for TV advertising (requesting \$2,000.00 which was preapproved)**

A bill has been submitted to request payment of \$2,000.00 in funding of the \$2,100.00 which was preapproved for TV advertising by Monroe Main Street. The remaining \$100.00 may be billed in the future. Motion by Thurston Hanson, seconded by Sharon Riese to approve the payment as requested. The motion carried by unanimous voice vote.

**f. Monroe Main Street for Hwy 20 billboard advertising (requesting \$675.00, which was preapproved)**

A bill has been submitted to request payment of \$675.00 in funding, which represents a partial amount of the \$11,900.00 which was preapproved for the Highway 20 billboard advertising by Monroe Main Street. Motion by Thurston Hanson, seconded by Richard Thoman to approve the payment as requested. The motion carried by unanimous voice vote.

**3. Discuss and possibly take action on funding requests from:**

**a. Green County Family YMCA for Youth Triathlon for \$466.04 (bills submitted, can authorize payment now)**

Brenda Ritschard submitted a request for \$466.04 for special event advertising for the 7<sup>th</sup> Annual Just Tri Youth Triathlon, held on July 24, 2010. Bills were also submitted for the expenses. Motion by Richard Thoman, seconded by Sharon Riese to approve the funding request and authorize payment of \$466.04 for the event. The motion carried by unanimous voice vote.

**b. Green County Tourism for "Trail" magazine**

Noreen Rueckert submitted a request for \$435.00 to design and place an ad in the "Trail" magazine produced by Freeport Journal Standard. This amount represents 1/3 of the total cost of the ad and design, with the other portions to be paid by Green County Tourism and the New Glarus Chamber. Motion by Teresa Gobeli,

seconded by Richard Thoman to pre-approve an amount of \$435.00 for the ad. The motion carried by unanimous voice vote.

**c. Cheese and Dairy Destination Initiative for funding a feasibility study**

On behalf of the Cheese and Dairy Destination Initiative, David Riese and Donna Bahler submitted a request for \$15,000.00 to partially fund a feasibility study for the establishment of a dairy and cheese industry cultural center. A discussion period was held between members of the Board and persons in attendance. Motion by Chairperson Ross, seconded by Richard Thoman to pre-approve an amount of \$15,000.00 for the request. On roll call vote, the motion carried with 3 aye votes, Thurston Hanson voting no, and Sharon Riese abstaining because she is a member of the Committee requesting the funding.

**d. Monroe Trail Head Committee for parking area and rest stop on Badger State Trail**

On behalf of the Monroe Trail Head Committee, Ryan Wilson, David Babler and Ryan Kubly were present to submit a request for \$7,500.00 to begin the development of a parking area, rest area with bathrooms, and a shelter area on the Badger State Trail, at Twining Park. A discussion period was held between members of the Board and persons in attendance. Motion by Sharon Riese, seconded by Teresa Gobeli to pre-approve an amount of \$7,500.00 for the request. On roll call vote, the motion carried unanimously.

**4. Review information from Wisconsin Innkeepers Association regarding proper and improper use of room tax revenue**

Teresa Gobeli has provided a current copy of the Wisconsin Guidelines for Room Tax Revenue Use, for the Board's review. No action was necessary.

**D. Business by Members**

Teresa Gobeli asked about extending the area authorized for ATV's to travel within the city, to allow them access to the Gasthaus Motel. Chairperson Ross asked that her request be put into writing and referred to him for action through the proper city committees.

**E. Adjournment**

Motion by Thurston Hanson, seconded by Richard Thoman to adjourn. The motion carried by voice vote.

Recorded by Diane Updike