

**VISITOR AND PROMOTION BOARD  
WEDNESDAY, SEPTEMBER 30, 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, Richard Thoman and Jim Glessner. Non-members present included Noreen Rueckert (Cheese Days and Green County Tourism), and Barb Nelson (Monroe Main Street). Randy Gobeli was not present.

**B. Correction of Minutes**

There were no corrections to the minutes. Motion by Richard Thoman, seconded by Jim Glessner to approve the minutes of the previous meeting on July 15, 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 \$71,249.63 in the account, which reduces to \$62,217.36 after previously approved payments are deducted. Motion by Thurston Hanson, seconded by Jim Glessner to approve the financial report. The motion carried by unanimous voice vote.

**2. Review and take action on funding request from National Historic Cheesemaking Center for revamping website**

Jim Glessner presented the request for \$1,693.09 for development costs to revamp and modernize the Cheesemaking Center's website, and recused himself from consideration of the matter due to a conflict of interest with his involvement with the organization. He indicated there should be no future maintenance costs, as the staff at the Cheesemaking Center can update the site. Motion by Richard Thoman, seconded by Thurston Hanson to approve the request as proposed. The motion carried by unanimous voice vote, with Jim Glessner abstaining.

**3. Review and take action on funding request from Green County Tourism for Fall Wisconsin Travel Guide**

Noreen Rueckert submitted a request for \$868.33 for an ad in the Journal and Topics Newspapers Fall Wisconsin Travel Guide, with the expense to be shared with Green County Tourism and the New Glarus Chamber. The cost for 1/3 of the ad is \$833.33 plus \$35.00 toward design and text revisions. Motion by Richard Thoman, seconded by Jim Glessner to approve the request as proposed. The motion carried by unanimous voice vote.

**4. Review and take action on funding request from Green County Tourism for Silent Sports magazine advertising**

Noreen Rueckert submitted a request for \$987.50 for a series of ads promoting bicycling in May, June and July @ \$625.00 each. The request is for retroactive reimbursement includes ½ of the ad cost, \$937.50, plus \$50.00 toward the cost for design and ad submissions, for a total of \$987.50. Motion by Jim Glessner, seconded by Thurston Hanson to approve the request as proposed. The motion carried by unanimous voice vote.

**5. Review bills and authorize payment to Green County Tourism for advertising in Sept/Oct Wisconsin Trails magazine for \$700.00**

Noreen Rueckert was present to request payment of \$700.00 in funding which has been pre-approved, for an ad in the Sept/Oct issue of Wisconsin Trails magazine. The request is for 1/3 of the total cost of \$1967.00 plus \$44.34 toward design, for a total reimbursement of \$700.00. Motion by Jim Glessner, seconded by Thurston Hanson to approve the payment as requested. The motion carried by unanimous voice vote.

**6. Review bills and authorize payment to Green County Tourism for Wisconsin Dept. of Tourism Co-op e-mail (admail) for \$125.00**

Noreen Rueckert was present to request payment of \$125.00 in funding which has been pre-approved, for a Wisconsin Department of Tourism monthly co-op e-mail (admail) on June 16, 2009. The request is for ½ of the total cost (\$250.00), to be shared with Green County Tourism, at \$125.00 each. Motion by Thurston Hanson, seconded by Richard Thoman to approve the payment as requested. The motion carried by unanimous voice vote.

**7. Review bills and authorize payment to Monroe Main Street for Badger Trail bike brochures for \$2,163.00**

Barb Nelson was present to request payment of an amended amount, in the sum of \$2,309.22, for printing Badger Trail bike brochures and two insertions of the brochure into the Journal Topics newspaper. Pre-approval was given for \$2,163.00 but the actual costs incurred were \$2,309.22. Motion by Jim Glessner, seconded by Richard Thoman to approve payment of the amended amount of \$2,309.22, as requested. The motion carried by unanimous voice vote.

**8. Review bills and authorize payment to Monroe Main Street for Sept/Oct Wisconsin Trails Magazine, \$2,550.00**

Barb Nelson was present to request payment of \$2,550.00 in funding which has been pre-approved, for advertising in the September/October issue of Wisconsin Trails magazine. Motion by Thurston Hanson, seconded by Richard Thoman to approve the payment as requested. The motion carried by unanimous voice vote.

**9. Discuss discrepancies in fund balances for Visitor Board**

Chairperson Marsh indicated that the 2007 audit is complete, and the 2008 audit will be finished within the next month, at which time the information will be

available to determine whether any fund discrepancies exist. No action was taken at this time, and the item will be discussed at the Board's next meeting.

**D. Business by Members**

There was no further business by members.

**E. Adjournment**

Motion by Thurston Hanson, seconded by Richard Thoman to adjourn at 11:50 a.m. The motion carried by voice vote.

Recorded by Diane Updike