

Unapproved

**TOURISM COMMITTEE  
MEETING  
Minutes**

**August 3, 2017**

**Cobblestone Inn & Suites**

**12:00 PM**

**CALL TO ORDER:**

Sarah Pielhop called the meeting to order at 12:02 PM.

**ROLL CALL:**

Present were Sarah Pielhop, Glen Braun, Wendy Allen, Jennifer “Louie” Kolberg, and Alderperson Tim Hanson. Also present was City Administrator Lori Gosz.

**GUESTS:**

None.

**APPROVAL OF THE AGENDA:**

**Motion** –Hanson moved to approve the agenda. Seconded by Kolberg. Motion carried.

**APPROVAL OF MINUTES – JUNE 16, 2017:**

**Motion** – Braun moved to approve the minutes of the June 16, 2017 Tourism Committee minutes. Seconded by Allen. Motion carried.

**REVIEW OF ROOM TAX EXPENDITURE REPORT:**

The Room Tax Financial Report was reviewed by the Committee. The Tourism balance after approved expenditures is \$5,161.94. Pielhop stated at past Tourism Committee meetings there were discussions of keeping a minimum balance of \$2,500. She suggested the Committee discuss tourism projects for the City. She explained the Park & Recreation Commission will be considering a Tourism Center to be located at the Brillion Community Center. Estimated costs to be approximately \$10,000. Pielhop reported on a grant opportunity for this project. Pielhop suggested the Tourism Committee retain \$10,000 for this Tourism Center project.

Kolberg voiced concern of retaining all of the room tax for one (1) project. She suggested allowing enough to be used by other applicants throughout the year. Pielhop suggested retaining \$2,500 as a starting point for the Tourism Center.

**Motion** – Braun moved to approve retaining \$2,500 of the room tax to be used as startup funding for the Tourism Center Project. Seconded by Kolberg.

Hanson questioned how much will be committed each quarter. It was suggested to review it quarterly.

Motion carried.

**REVIEW AND APPROVAL OF FUNDING REQUESTS:**

**A. GROW Foundation – Duathlon/Relay/5K Request:**

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Pielhop explained a group of individuals has formed a Foundation called GROW Foundation, Giving+Recreation+Opportunity+Wellness, which is a re-establishment of the 501c3 of the Brillion Area Community Foundation, Inc, which was formed to help promote projects at the Brillion Community Center and the Brillion area. She explained that Heather Gruett was instrumental in forming the Brillion Area Community Foundation.

Pielhop explained the GROW Foundation will be an action arm for projects in the area through volunteerism. She explained their first event will be a duathlon/relay/5K called the Loving Living Life Duathlon to be held on Saturday, October 7, 2017. The GROW Foundation is requesting \$3,500 Room Tax for the event. The event budget is \$5,820.

Discussion followed on the amount to consider for the request.

**Motion** – Hanson moved to amend the \$2,500 startup budget for the Tourism Center to \$1,500 and to award \$2,500 to GROW Foundation for the Loving Living Life Duathlon event. Seconded by Braun. Motion carried.

**B. 2017 Brillion Optimist Club Parade Request:**

Pielhop reported the 2017 Brillion Optimist Club Parade request was approved by the City Council on 7/24/17.

**OLD BUSINESS:**

**A. Marketing Strategies:**

No report.

**B. Partner with Brillion Community Center – Tourism Center:**

Discussed under Review of Room Tax Expenditure Report on the agenda.

Gosz suggested if the Tourism Center at the Brillion Community Center is established there maybe opportunities for the Tourism Committee to generate additional revenue for tourism projects by allowing surrounding communities pay a fee to use the Center for tourism activities.

**C. Trails:**

Pielhop reported there is \$2,500 in the City Reserves for extension of the Friendship Trail. Gosz reported when the money was donated to the City by the Friends of the Friendship Trail Committee it was specifically requested that the money only be used for enhancements or extension of the Friendship Trail.

**FUTURE MEETING DATE:**

The Committee determined the second Thursday at 11:30 AM of each month to hold Tourism Committee meetings. The next meeting will be Thursday, September 14<sup>th</sup> at 11:30 AM, location to be determined.

**ADJOURNMENT:**

**Motion** – Kohlberg moved to adjourn. Seconded by Braun. Call vote. Motion carried unanimously. The meeting adjourned at 12:47 pm.

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Lori M. Gosz  
City Administrator/Clerk-Treasurer