

Approved

**TOURISM COMMITTEE
MEETING
Minutes**

December 14, 2017

Cobblestone Inn & Suites

11:30 AM

CALL TO ORDER:

Sarah Pielhop called the meeting to order at 11:38 am.

ROLL CALL:

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

GUESTS:

None.

APPROVAL OF THE AGENDA:

Motion – Lecker moved to approve the agenda. Seconded by Allen. Motion carried.

APPROVAL OF MINUTES – September 14, 2017:

Motion – Hanson moved to approve the minutes of the September 14, 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 \$4,800.99. Allen reported corporate rentals are down, however, wedding rentals are up. She reported they have many booking already for the first quarter of 2018.

REVIEW AND APPROVAL OF FUNDING REQUESTS:

There are no new funding requests.

NEW BUSINESS:

Brillion Welcome Signs – Consider Landscaping Changes:

Pielhop stated the west Brillion welcome sign landscaping needs attention. Replanting with low maintenance plants was suggested. It was also suggested to ask the high school if students could do this as a project. Pielhop will contact the school on this.

OLD BUSINESS:

A. Update on Brillion Community Center – Tourism Center:

Pielhop reported the Brillion Community Center building improvement project design will include an area for a tourism center in the lobby of the Center. She explained the final design is not complete, however, a TV for video’s to showcase the City in the Tourism Center is being considered. Pielhop suggested the Tourism Committee allocate additional funds toward the Tourism Center. Gosz stated there is currently \$1,500.00 retained toward the project.

Approved

Motion – Lecker moved to allocate another \$1,500.00 of Tourism Funds to be used toward the Tourism Center project. Seconded by Allen. Call vote. Motion carried.

FUTURE MEETING DATE:

The next meeting will be Thursday, January 11, 2018 at 11:30 AM, location to be determined.

ADJOURNMENT:

The meeting adjourned at 12:13 pm.

Lori M. Gosz
City Administrator/Clerk-Treasurer