

Approved

**TOURISM COMMITTEE
MEETING
Minutes**

September 14, 2017

Cobblestone Inn & Suites

11:30 AM

CALL TO ORDER:

Sarah Pielhop called the meeting to order at 11:37 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 – Pielhop moved to approve the agenda. Seconded by Hanson. Motion carried.

APPROVAL OF MINUTES – AUGUST 3, 2017:

Motion – Hanson moved to approve the minutes of the August 3, 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 \$1,879.66. Allen reported that the hotel hit a goal for room rentals and the third quarter looks good. She reported they have many booking already for the first quarter of 2018.

REVIEW AND APPROVAL OF FUNDING REQUESTS:

A. Brillion Nature Center – 2017 Pumpkin Walk:

The Committee reviewed a request received from the Brillion Nature Center for the 2017 Pumpkin Walk. The amount requested is \$825.00. Lecker explained the total cost for the event is \$1,125.00, which is higher than the 2016 event because of bus rental fees. She reported the Brillion Lions Club will be giving a \$300 donation for the event.

Motion – Pielhop moved to approve and recommend to City Council the funding request of \$825.00 for the Brillion Nature Center 2017 Pumpkin Walk. Seconded by Hanson. Motion carried.

CLARIFICATION ON FUNDRAISING AS TOURISM COMMITTEE:

Pielhop explained as a City entity the Committee cannot officially fundraise. The purpose of the Tourism Committee is to use funds generated from room tax to support at the Committee’s discretion tourism projects.

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Pielhop suggested using the Tourism logo as advertisement on events that are sponsored by the Tourism Committee. This will help promote that the Tourism Committee exists as a resource for tourism activities in the City.

OLD BUSINESS:

A. Update on Brillion Community Center – Tourism Center:

Pielhop reported that the Park & Recreation Commission has Keller Structure doing a design for the building improvement projects and will include in the design an area for a tourism center in the lobby of the Center.

B. Trails – Recommendation to Park & Recreation:

Motion – Pielhop moved to recommend to Park & Recreation to take over the Friendship Trail expansion project with the \$2,500.00 donation given to the City for the project from the Brillion Optimist Club. Seconded by Lecker. Motion carried.

FUTURE MEETING DATE:

The next meeting will be Thursday, October 12, 2017 at 11:30 AM, location to be determined.

ADJOURNMENT:

Motion – Pielhop moved to adjourn. Seconded by Lecker. Call vote. Motion carried unanimously. The meeting adjourned at 12:00 pm.

Lori M. Gosz
City Administrator/Clerk-Treasurer