

Approved

**TOURISM COMMITTEE
MEETING
Minutes**

February 8, 2018

Brillion City Hall

11:30 AM

CALL TO ORDER:

Sarah Pielhop called the meeting to order at 11:39 am.

ROLL CALL:

Present were Sarah Pielhop, Wendy Allen (via phone), 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 – Hanson moved to approve the agenda. Seconded by Lecker. Motion carried.

APPROVAL OF MINUTES – DECEMBER 14, 2017:

Motion – Hanson moved to approve the minutes of the December 14, 2017 Tourism Committee minutes. Seconded by Pielhop. Motion carried.

REVIEW OF ROOM TAX EXPENDITURE REPORT:

The Room Tax Financial Report was reviewed by the Committee. Allen reported the first quarter of 2018 is \$21,000 over budget. She reported there are weddings booked for the second quarter. In January, the hotel had two (2) full weeks of Ariens groups in town for training.

Motion – Pielhop moved to approve the Room Tax Expenditure Report as submitted. Seconded by Allen. Motion carried.

REVIEW AND APPROVAL OF FUNDING REQUESTS:

There are no new funding requests.

NEW BUSINESS:

A. Brillion Nature Center – Apiary Shed:

Pielhop introduced the application received from the Brillion Nature Center for \$2,400 to be used for marketing and promotional tourism materials for the new Apiary Shed. Lecker explained the structure will be built by the High School Students, built on skids, and placed at the Nature Center. Honey will be sold at the Nature Center.

Motion – Pielhop moved to approve and recommend to City Council the funding request of \$2,400 for the Brillion Nature Center for the Apiary Shed Project. Seconded by Hanson. Lecker abstained. Motion carried.

B. Brillion Optimist Club – 2018 Parade Request:

Approved

Pielhop introduced the application received from the Brillion Optimist Club for \$2,062.06 for the 2018 Brillion Optimist Club Parade. She explained the Optimist Club Parade is in its 24th year. The year 2017 was a good year and the Club is expecting another good year.

Motion – Lecker moved to approve and recommend to City Council the funding request of \$2,062.06 for the Brillion Optimist Club for the 2018 Brillion Optimist Parade. Seconded by Hanson. Motion carried.

Hanson reported the Youth Baseball Tournament will be held that same weekend.

NEW BUSINESS:

None.

OLD BUSINESS:

A. Brillion Welcome Signs – Consider Landscaping Changes:

Pielhop is working on this. Nothing to report at this time.

B. Update on Brillion Community Center – Tourism Center:

Pielhop gave an update on the Brillion Community Center Renovation Project. She explained the Plan for the floor for the Tourism Center area would be tile versus carpet. She stated the Tourism Funds will have \$1,237.25 available and recommending allocating additional funds towards the Tourism Center.

Motion – Pielhop moved to allocate \$500 towards the Tourism Center retainage. Seconded by Lecker. Motion carried.

FUTURE MEETING DATE:

The next meeting will be Thursday, March 8, 2018 at 11:30 AM at Cobblestone Inn & Suites.

Pielhop reported Rock the Block with Habitat for Humanity is doing an event in the City in 2019.

Pielhop reported with the Redevelopment Authority Commission Downtown Redevelopment Project there are opportunities for trail extension to the Brillion Community Center. She explained the GROW Foundation is looking to help with this.

ADJOURNMENT:

Pielhop moved to adjourn. Seconded by Allen. Motion carried. The meeting adjourned at 12:00 PM.

Lori M. Gosz
City Administrator/Clerk-Treasurer