

Approved

**TOURISM COMMITTEE  
MEETING  
Minutes**

**August 16, 2018**

**Brillion City Hall Conference Room**

**11:00 AM**

**CALL TO ORDER:**

Sarah Pielhop called the meeting to order at 11:29 AM.

**ROLL CALL:**

Present were Sarah Pielhop, 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 Hanson. Motion carried.

**APPROVAL OF MINUTES – May 16, 2018:**

**Motion** – Lecker moved to approve the minutes of the May 16, 2018 Tourism Committee minutes. Seconded by Hanson. Motion carried.

**REVIEW OF ROOM TAX EXPENDITURE REPORT:**

The Committee reviewed the Room Tax Finance Report. It was reported that after the 2<sup>nd</sup> quarter revenue of room tax received, there is \$4,707.02 available for funding requests.

**Motion** – Hanson moved to accept the Room Tax Finance Report as printed and circulated. Seconded by Lecker. Motion carried.

**REVIEW AND APPROVAL OF FUNDING REQUESTS:**

**A. Brillion Optimist Club – A Walk Through Brillion Event:**

Pielhop presented the funding request from the Brillion Optimist Club for the A Walk Through Brillion event planned for Saturday, October 27, 2018. She stated the request is for \$5,000.00, however based on the amount of funding available, she suggested that only \$4,000.00 be awarded.

**Motion** – Lecker moved to recommend to City Council \$4,000 for the Brillion Optimist Club request for funding for the A Walk Through Brillion Event. Seconded by Hanson. Motion carried. Pielhop abstained.

**NEW BUSINESS:**

**A. Outdoor Wall Murals:**

Pielhop reported that she has been working with organizers of the Habitat for Humanity Rock the Block to bring the Bazaar After Dark event in Brillion for 2019. She explained the event would be held along with the Rock the Block event. Pielhop explained the event would include outdoor wall murals to be painted on buildings in the downtown district. There is a \$5,000 cost for the

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artists, however, she is working on getting local artists and donations to help bring that cost down. Pielhop suggested the Tourism Committee support this event. She will bring more information at the next meeting.

Pielhop stated that she has been discussing grant opportunities with the Calumet County Planner Dena Mooney. She stated the State Department of Tourism as a marketing grant called JEM (Joint Effort Marketing) that can be applied for by organizations for event advertising costs.

**B. Brillion Hotel:**

Gosz reported she will be meeting with the new owner of the hotel to give them the application for the Room Tax permit.

**OLD BUSINESS:**

**A. Brillion Welcome Signs – Consider Landscaping Changes:**

No Report.

**B. Update on Brillion Community Center – Tourism Center:**

**Motion** – Lecker moved to allocate \$500.00 of funding toward the Tourism Center project at the Brillion Community Center. Seconded by Hanson. Motion carried. This will bring \$4,000.00 toward the project funding.

**FUTURE MEETING DATE:**

The next meeting will be Thursday, September 20, 2018 at 11:00 AM at the Brillion City Hall.

**ADJOURNMENT:**

The meeting adjourned at 12:07 PM.

Lori M. Gosz  
City Administrator/Clerk-Treasurer