

**Minutes
Tourism Commission
October 22, 2019**

1. Call to Order - The meeting of the City of Monona Tourism Commission was called to order at 4:30 pm.
2. Roll Call - Present: Alder Andrew Kitslaar, Mike Strigel, Marc Houtakker, Andrew Piec, and Jordan Steward.
Also present: City Administrator Bryan Gadow, Kristie Schilling, Ronnie Hall, and Jaye Clemmons.
3. Approval of Minutes from October 8, 2019 Meeting - Motion by Mr. Steward to approve; Seconded by Mr. Strigel. Motion carried.
4. Appearances - None
5. Staff Brief (Finance Director) - None
6. New Business
 - a. **Request for Approval of Lake Monona Sailing Club Regatta Event** – Applicant Ronnie Hall discussed the LMSC’s desire to host a youth regatta event in the Midwest in 2021 or 2022. Mr. Hall noted that they cannot apply for a regatta until there is a quality marketing piece to highlight the area. He noted that LMSC applied for \$1,500 to promote assets for the event, including aerial footage, and that a future request for assistance would be forthcoming if the regatta was award.
 - b. **Discussion of Contracting with a Qualified Organization Per 66.0615 Wis. Stats.** – Motion by Mr. Strigel, second by Mr. Houtakker, to renew contract with the Monona Eastside Business Alliance (MESBA). Motion carried. Staff was directed to coordinate the contract renewal with MESBA staff.
7. Old Business
 - a. **Review and Determination of Award Requests for 2019-2020 Tourism Grant Program.**
 - i. **Request for Approval of MESBA Muskie Expo Milwaukee Event Funding** – Committee members noted that this was ranked as their top item, due to the unique opportunity to position the area, and get “heads in beds”. Motion by Mr. Strigel to fund at full level (\$7,475.00), second by Mr. Steward. Motion carried.
 - ii. **Request for Approval of MESBA Visit Monona Center** – Commission members did not rank this application to receive funding. No motion for funding made.
 - iii. **Request for Approval of MESBA Visit Monona Website** – Motion by Mr. Steward to fund request at \$14,000.00, second by Mr. Kitslaar. Motion carried.

- iv. **Request for Approval of Lake Monona Sailing Club Regatta Event** – Motion by Mr. Houtakker to fund the request at \$1,500.00, second by Mr. Kitslaar. Motion carried.
- v. **Request for Approval of Monona Community Media – The Beauty of Monona** – Motion by Mr. Strigel to fund request at \$4,250.00 with understanding that Community Media will partner with the Lake Monona Sailing Club on collection of aerial footage of mutual interest, second by Mr. Houtakker. Motion carried.
- vi. **Request for Approval of Monona Memorial Day Parade Event Funding** - Commission members did not rank this application to receive funding. No motion for funding made.
- vii. **Developing a Reserve Fund** – Mr. Kitslaar suggested the Committee consider whether to reserve some portion of 2019 funds to have available for other projects or needs that may arise between now and the next funding cycle. The Commission members agreed that it was a good idea to consider.
- viii. **Request for Approval of Friends of WVMO Music Festival** – Mr. Piec noted that he ranked the request high due to the possibility of generating new “heads in beds” with the event and related marketing. Motion by Mr. Kitslaar to fund the request at \$7,500.00, second by Mr. Strigel. Motion carried.
- ix. **Request for Approval of MESBA Momentum Urban Arts Fest Event Funding**
- x. **Request for Approval of MESBA Guide to Monona Area Funding**
- xi. **Request for Approval of MESBA Lake Loop Map**

The Commission asked Ms. Schilling (MESBA Representative) on the three remaining MESBA requests if she could rank her priority. She stated her number one would be the Urban Arts Fest Event Funding. Ms. Schilling noted that if the Commission does not fund the Lake Loop Map, the City of Madison would take over the Lake Loop Map and would not include Monona businesses. Ms. Schilling also discussed the need for the Monona guide funding also and how it was different from the money award for the Website.

Motion by Mr. Strigel, seconded by Mr. Steward, to approve \$7,500.00 for the Urban Arts Festival; \$2,000.00 for the Lake Loop Map; and \$2,000.00 for the Monona Guide. Mr. Kitslaar noted that this would only leave \$1,854.00 available for reserve. Mr. Kitslaar asked if the two motion makers would consider amending the amount for the Urban Arts Festival to \$6,500.00 to leave \$2,854.00 for the Reserve Fund. Mr. Strigel and Mr. Steward agreed to the motion amendment. Revised motion by Mr. Strigel, seconded by Mr. Steward, to approve \$6,500.00 for the Urban Arts Festival; \$2,000.00 for the Lake Loop Map; and \$2,000.00 for the Monona Guide. Motion carried.

8. Discussion of Items for Future Agendas – Mr. Kitslaar stated that they will need to approve the extended Tourism Entity Agreement with MESBA. The Commission members agreed to discuss how to proceed with the use of the reserve fund.
9. Upcoming Meetings – The next meeting would be determined at a later date, and posted.
10. Adjournment - A motion by Mr. Strigel to adjourn was made, seconded by Mr. Picc. The motion carried. (6:15 p.m.).