

**Minutes
Tourism Commission
October 8, 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.
3. Approval of Minutes from August 12, 2019 Meeting - Motion by Mr. Houtakker to approve; Seconded by Mr. Steward. 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** – No representative from the Lake Monona Sailing Club was in attendance. The Commissioners asked Administrator Gadow to inquire if a representative could be available to attend the next meeting.
 - b. **Request for Approval of Monona Memorial Day Parade Event Funding** - Applicant Kelly Slack described the request for \$6,000, which includes funds to secure a celebrity parade marshal for the 2020 parade and start a fund for future recruitments. Commission members asked questions on how the funds would be specifically utilized, how the parade is promoted, and if the parade drives hotel stays.
 - c. **Request for Approval of Monona Community Media – The Beauty of Monona** – Applicant Will Nimmow described the request for \$5,600 to hire an aerial drone photographer to shoot aerial footage of the community. Commission members asked question on how the footage would be marketed, what partnerships they would utilize, and what types of resources would be spent on Search Engine Optimization (SEO) for the footage.
 - d. **Request for Approval of Friends of WVMO Music Festival** – Applicant Mark Johanneck described the request for \$20,000 to hire a musical act for a new free community festival planned for Labor Day beach at Schluter Park. Commission members asked question on how the concert would be promoted, how it would drive hotel stays, and cost estimates for booking musical acts.
 - e. **Request for Approval of MESBA Muskie Expo Milwaukee Event Funding** – Applicant Kristie Schilling described the request for \$8,000 to send a MESBA staff member to an upcoming Muskie Expo in Milwaukee to promote the Monona area to Muskie fisherman. She noted that MESBA could work with local hotels to create packages and itineraries for visitors.

- f. **Request for Approval of MESBA Momentum Urban Arts Fest Event Funding** – Applicant Kristie Schilling described the request for \$15,000 to market and expand the Momentum Urban Arts Fest in Spring 2020, with the potential for hotels to create packages for visitors to the event. She noted that approximately 38 people stayed in hotels during the 2019 festival.
 - g. **Request for Approval of MESBA Guide to Monona Area Funding** – Applicant Kristie Schilling described the request for \$10,000 to print the new edition of the Guide to the Monona Area, a marketing tool for the community. She noted that the guide is distributed through the MESBA visitor’s center, relocation packets, at local hotels, the school district, WPS, numerous businesses, and at City building, and some direct mailing. Commission members asked if ads were just for MESBA members, which Ms. Schilling confirmed, noting they have attempted lower cost seasonal memberships to get non-members to join to be a part of the guide, to little avail.
 - h. **Request for Approval of MESBA Lake Loop Map** – Applicant Kristie Schilling described the request for \$5,000 to print another run of the popular Lake Loop Map. She noted that it is supplied to the local hotels and Destination Madison.
 - i. **Request for Approval of MESBA Visit Monona Center** – Applicant Kristie Schilling described the request for \$10,900 to rent and outfit a Visitor’s Center room in the 1st floor of the Water Tower Place building on Monona Drive.
 - j. **Request for Approval of MESBA Visit Monona Website** – Applicant Kristie Schilling described the request for \$19,000 to establish an online VisitMonona.com web presence to market the area. She noted that it would include geotargeting and SEO for increased usership.
7. Discussion of Items for Future Agendas – Commission members discussed whether some tourism funds for the 2019-2020 should be reserved for any other items that may be needed outside of this grant cycle. The Commission members agreed to discuss it further at the next meeting. The Commission agreed to continue discussion of the 2019-2020 Tourism grant funding request to their next meeting on October 22nd to allow for reflect on the presentations received this evening. The Commission also agreed to discuss the renewal of the tourism entity agreement.
 8. Upcoming Meetings – The next meeting is Tuesday, October 22, 2019 at 4:30pm in the City Hall Conference Room.
 9. Adjournment - A motion by Mr. Steward to adjourn was made, seconded by Mr. Houtakker. The motion carried. (6:06 p.m.).