

**AGENDA
CITY OF MONONA
TOURISM COMMISSION
Monona City Hall – Conference Room
5211 Schluter Road, Monona, WI
Wednesday, October 27, 2021
3:30 p.m.**

NOTICE OF ELECTRONIC MEETING

Note: Tourism Commission Members will meet remotely via Zoom virtual meeting. Additional details below.

1. Call to Order
2. Roll Call
3. Approval of Minutes from August 31, 2021
4. Appearances
5. Discussion and Possible Action Items:
 - A. New Business (Review of 2022 Tourism Grant Requests)
 1. Request for Approval of 2022 Guide to the Monona Area (MESBA)
 2. Request for Approval of 2022 Biennial Monona Lake Loop Map (MESBA)
 - B. Renewal of Tourism Entity Agreement under 66.0615 Wis. Stats. with MESBA to December 31, 2023
6. Discussion of Items to include on Future Agendas
7. Upcoming Meetings – To be Determined
8. Adjournment

ELECTRONIC MEETING INFORMATION NOTICE

Due to the current state of emergency because of the COVID-19 pandemic, this meeting will be conducted via electronic videoconferencing/teleconferencing. As such, it is likely that some or all members of, and a possible quorum, may be in attendance via electronic means and not physically present. In accordance with Wisconsin law, the meeting will remain open to the public. The public may still attend in person at the location stated in this agenda. However, due to the need to maintain social distancing in accordance with Emergency Order #12 (Safer At Home Order) and the limited physical space available, the public is encouraged and requested to also attend via electronic means. Directions to do so are listed at the bottom of this agenda. Upon reasonable notice, the needs of disabled individuals will be accommodated through auxiliary aids or services. For additional information or to request this service, contact Joan Andrusz at 608-222-2525.

DIRECTIONS TO ATTEND MEETING ELECTRONICALLY

You may attend via videoconference at <https://us02web.zoom.us/j/84796696272> or by downloading the free Zoom program to your computer at <https://zoom.us/download>. At the date and time of the meeting log on through the Zoom program and enter Meeting ID: 847 9669 6272.

You may attend via telephone conference by calling the following phone number:

PHONE NUMBER: 1-312-626-6799 / MEETING ID: 847 9669 6272, FOLLOWED BY #

Please Mute Your Phone When Not Speaking To Ensure Best Possible Audio Quality.

Note: Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Joan Andrusz at (608) 222-2525 (not a TDD telephone number), FAX (608) 222-9225, or through the City Police Department TDD telephone number 441-0399. The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business. It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice.

**Minutes
Tourism Commission
August 31, 2021**

1. Call to Order - The meeting of the City of Monona Tourism Commission was called to order at 3:30 pm.
2. Roll Call - Present: Andrew Kitslaar, Mike Strigel, Collen Flaherty, and Alder Kristie Goforth.
Also present: City Administrator Bryan Gadow, Marc Houtakker, Devin Renner, and Lucy Ripp.
3. Appointment of Chair, Vice-Chair, and Secretary
 - a. Chair

Mr. Kitslaar asked for nominations for Chair. Mr. Houtakker nominated Mr. Kitslaar for Chair, seconded by Mr. Strigel. Motion carried.
 - b. Vice-Chair

Mr. Kitslaar asked for nominations for Vice-Chair. Mr. Kitslaar nominated Mr. Strigel, seconded by Ms. Flaherty. Motion carried.
 - c. Secretary

Mr. Kitslaar asked for nominations for Secretary. Mr. Strigel nominated Mr. Houtakker, seconded by Ms. Flaherty. Motion carried. After conclusion of the voting, Mr. Houtakker noted that he was not an official member of the committee, and instead served as a staff liaison, and could not serve as Secretary. Mr. Strigel nominated Alder Goforth for the position of Secretary, seconded by Ms. Flaherty. Motion carried.
4. Approval of October 29, 2020 Minutes

Motion by Mr. Strigel to approve the October 29, 2020 minutes, seconded by Alder Goforth. Motion carried.
5. Appearances – None
6. New Business

a. Consideration of Request for Approval of Monona Chili Fest Funding (MESBA)

Mr. Renner, Executive Director of MESBA, provided an overview of MESBA's tourism activity and the Chili fest application. He noted it was previously run by the Monona Businessmen's Association (MBMA) since the 1980s, and MESBA was asked to take on organizing the event. He noted that it would include a fundraiser for the Monona Fire Department and that the Monona

Parks Department will take care of the music stage. He also noted that the request was for \$5,000 and had three sponsors for the event.

City Administrator Gadow provided an overview of the current balance of tourism funds available for expenditure for the balance of 2021 and the 2022 cycle, noting it was \$50,714.

Alder Goforth asked Mr. Renner about sponsor levels. Mr. Renner stated that Starion Bank was a financial sponsor and a sponsor of the music stage. He also noted that the event was ticketed, which would also generate revenue. Alder Goforth asked about other tourism events this season. Mr. Renner stated there would be a Halloween themed “Thriller” dance class and three tailgate parties for the Badger games at Grand Crossing Park.

Ms. Flaherty asked about overnight hotel stay data. Mr. Renner stated it came from discussions with MBMA past experience with the event. Ms. Flaherty asked about the marketing plan for the event. Mr. Renner stated that there would be radio, print, and digital ads. Alder Goforth recommended the potential of increasing the award request if MESBA agreed to use of Google SEOs and geo-targeting. After discussion, Mr. Renner indicated he was comfortable with the original award request amount.

Motion by Alder Goforth to approve the request for \$5,000 in Tourism funds for the Monona Chili Fest, seconded by Mr. Strigel. Motion carried. The Commission asked Mr. Renner to provide accurate room counts and an after-event report.

b. Approval of 2021-2022 Tourism Grant Applications – Process/Timeline

Mr. Kitslaar provided an overview of the tourism application process, noting that staff would post the application on the website, allow applicants four weeks to submit applications. The Commission would then reconvene in October to review the applications and make determinations on funding awards.

c. Approval of 2021-2022 Tourism Grant Application

The Commission reviewed the draft grant application form. Alder Goforth offered suggested questions to add to the application form, referencing the Fitchburg Chamber of Commerce application. Ms. Flaherty asked to include language that applicant could either fill out the budget worksheet or provide a narrative summation of their proposed expenses, depending on what made more sense.

The Commission discussed when to hold after-event reports and presentations from awarded applicants. Consensus was to plan for one date for reports, and allow applicants to schedule a different meeting date to give their presentation if it made more sense after their event.

Motion by Alder Goforth, second by Ms. Flaherty, to approve the application with the edits discussed. Motion carried.

7. Next Meeting

City Administrator Gadow stated that he would send out a Doodle poll to schedule next meeting date.

8. Adjournment - A motion by Mr. Strigel to adjourn was made, seconded by Alder Goforth. The motion carried. (4:42 p.m.).

DRAFT

2022 Tourism Grant Application/Requests

Project	Applicant	Award Request	Awards	Notes
2022 Guide to Monona	MESBA		\$2,500	
Biennial Monona Lake Loop Map	MESBA		\$2,500	
Amount Requested			\$5,000	
Amount Available for 2022			\$45,714	

Tourism Commission Meeting –
10/27/21

Agenda Item 5.A.2 – Biennial Monona
Lake Loop Map

Monona Eastside Business Alliance
(MESBA)

Submittal Materials and Application



CITY OF MONONA TOURISM GRANT APPLICATION FORM

For more information, see Monona Municipal Code Chapter 63, Article III; 66.0615 Wis. Stats; or contact the City Administrator with any questions at (608) 222-2525 or bgadow@ci.monona.wi.us

APPLICANT INFORMATION:	
Organization: MESBA	Contact: Devin Renner
Email: drenner@mononaeastside.com	Phone: 608-416-1610
Mailing Address: PO Box 6264 Monona WI 53716	
Event / Project Name: Biennial Monona Lake Loop Map	
Location of Event / Project: n/a	
Date(s) of Event / Project: Springtime	
EVENT OR PROJECT INFORMATION:	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input type="checkbox"/> Cultural <input type="checkbox"/> Festival <input checked="" type="checkbox"/> Marketing/Info <input type="checkbox"/> Other:	
Description of Project or Event: Biennial Monona Lake Loop Map	
Please describe how this event or project will promote overnight hotel stays and how you calculated the number of projected hotel stays: The map is given to area hotels and destination partners (i.e Destination Madison, travel centers, airport, etc.). It designed to promote our area in an easily understood way.	
Number of Attendees Expected: n/a	Number of Volunteers Expected: n/a
Projected Number of Overnight Hotel Stays: n/a	Number of Hotel Stays Previous Year: n/a
How are you marketing this event or project? I was thinking of doing a Goonies theme with this one. A pirate treasure map sort of thing. Clue is on the map. 'Treasure' is buried somewhere in Monona. Utilizing a social media tie in campaign tie in to promote it and increase usage.	
Event or Project Budget - <i>Attach Budget Worksheet</i>	Amount of Funding Requested: \$2500
Use of Tourism Funds: \$2500	
Applicant Signature	Date:

ADDITIONAL APPLICATION QUESTIONS:

Does your Project or Event have any sponsorships with local hotels?

No

Please provide demographic information on attendees (local/out of town, ages etc.).

n/a

In the event that your event/project does not receive Tourism funding, could you still do the event?

Yes, but I wouldn't.

If awarded Tourism funding, what specifically would the funds be spent on?

design, production & distribution

What will be the benefit of this event/project to the local/regional community?

Its a map with multiple Monona businesses and landmarks.

APPLICATION PROCEDURES:

- Submit completed application and budget worksheet forms (or similar documentation) by: **October 7, 2021.**
- Appear before the Tourism Commission to present request and answer questions about your application.
- Funds available this round: Up to \$45,714.
- Deadline for expenditure of awarded funds: December 31, 2022
- Funded projects must utilize the Monona Tourism logo in official marketing and sponsorship information.
- Funded project will be required to provide a report and presentation to the Tourism Commission on number of attendees and how the funds were utilized after the event is completed

Other requirements:

- Submit electronic (PDF) files of all applications via email to the City Administrator at bgadow@ci.monona.wi.us.

For Tourism Commission Use Only

Date Approved by Commission:

Amount Awarded:

Chair Signature:

Attach conditions for approved grants.

COST ESTIMATE WORKSHEET FOR TOURISM FUNDING

	RATE	#	QTY	TOTAL
LABOR AND SERVICES				
Applicant's Staff Labor / Hour			hours	
Consultant / Contracted Service				
Volunteer Labor			hours	
EQUIPMENT				
SUPPLIES				
CASH (OUT OF POCKET) EXPENSES				
Hired Consultants / Contractors				
Purchased Equipment				
Purchased Supplies				
OTHER FUNDING SOURCES / PROJECT PARTNERS (LIST ALL):				
Grants				
Donations				
ESTIMATED TOTAL				\$ -

Tourism Commission Meeting –
10/27/21

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Lake Loop Map

Monona Eastside Business Alliance
(MESBA)

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APPLICANT INFORMATION:	
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Email: drenner@mononaeastside.com	Phone: 608-416-1610
Mailing Address: PO Box 6264 Monona WI 53716	
Event / Project Name: Biennial Monona Lake Loop Map	
Location of Event / Project: n/a	
Date(s) of Event / Project: Springtime	
EVENT OR PROJECT INFORMATION:	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input type="checkbox"/> Cultural <input type="checkbox"/> Festival <input checked="" type="checkbox"/> Marketing/Info <input type="checkbox"/> Other:	
Description of Project or Event: Biennial Monona Lake Loop Map	
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Number of Attendees Expected: n/a	Number of Volunteers Expected: n/a
Projected Number of Overnight Hotel Stays: n/a	Number of Hotel Stays Previous Year: n/a
How are you marketing this event or project? I was thinking of doing a Goonies theme with this one. A pirate treasure map sort of thing. Clue is on the map. 'Treasure' is buried somewhere in Monona. Utilizing a social media tie in campaign tie in to promote it and increase usage.	
Event or Project Budget - <i>Attach Budget Worksheet</i>	Amount of Funding Requested: \$2500
Use of Tourism Funds: \$2500	
Applicant Signature	Date:

ADDITIONAL APPLICATION QUESTIONS:

Does your Project or Event have any sponsorships with local hotels?

No

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In the event that your event/project does not receive Tourism funding, could you still do the event?

Yes, but I wouldn't.

If awarded Tourism funding, what specifically would the funds be spent on?

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For Tourism Commission Use Only

Date Approved by Commission:

Amount Awarded:

Chair Signature:

Attach conditions for approved grants.

COST ESTIMATE WORKSHEET FOR TOURISM FUNDING

	RATE	#	QTY	TOTAL
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Applicant's Staff Labor / Hour			hours	
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Volunteer Labor			hours	
EQUIPMENT				
SUPPLIES				
CASH (OUT OF POCKET) EXPENSES				
Hired Consultants / Contractors				
Purchased Equipment				
Purchased Supplies				
OTHER FUNDING SOURCES / PROJECT PARTNERS (LIST ALL):				
Grants				
Donations				
ESTIMATED TOTAL				\$ -

Tourism Commission Meeting –
10/27/21

Agenda Item 5.B. – Renewal of Tourism
Entity Agreement with MESBA to
December 31, 2023

TOURISM ENTITY AGREEMENT

Between the City of Monona and the Monona East Side Business Alliance

THIS AGREEMENT (hereinafter referred to as the “Agreement”) is entered into as of the last date of signature below, by and between the City of Monona, a municipal corporation, whose principal address is located at 5211 Schluter Road, Monona, Wisconsin 53716 (hereinafter referred to as the “City”) and the Monona Chamber of Commerce, Inc. (d/b/a Monona East Side Business Alliance), a Wisconsin non-stock corporation, whose principal place of business is located at P.O. Box 6264, Monona, Wisconsin, 53716 (hereinafter referred to as “MESBA”).

WHEREAS, pursuant to section 66.0615 of the Wisconsin Statutes, the City has established a Tourism Commission to coordinate tourism promotion and tourism development in the City of Monona (hereinafter referred to as the “Commission”).

WHEREAS, pursuant to section 66.0615(1m)(d)(3) of the Wisconsin Statutes, the Commission desires to contract with MESBA to perform the functions of a tourism entity in the City of Monona.

WHEREAS, MESBA desires to contract with the City to perform the functions of a tourism entity in the City of Monona.

NOW, THEREFORE, in consideration of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, the parties agree as follows:

1. **STATUTORY COMPLIANCE.** MESBA represents to the City that it qualifies as a tourism entity as that term is defined in section 66.0615(1)(f) of the Wisconsin Statutes. MESBA shall promptly notify the City if its operations ever cease to comply with the above representation.
2. **TOURISM ENTITY.** The City hereby contracts with MESBA to perform the functions of a tourism entity, as set forth in section 66.0615(1)(f) of the Wisconsin Statutes, and MESBA hereby agrees to perform those functions for the City.
3. **TERM.** The term of this Agreement shall commence upon the execution of this document by the parties and continue in full force and effect until December 31, 2022, at which time it shall automatically renew for subsequent one-year terms. Notwithstanding the above term, either party may terminate this Agreement for any cause, or no cause at all, by giving 90 days written notice to the other party. Additionally, this Agreement shall immediately terminate if MESBA should ever cease to operate in accordance with the representation set forth in Section 1 above, or meet the requirements of section 66.0615 of the Wisconsin Statutes for an organization with which the City may contract to perform the functions of a tourism entity.
4. **FUNDS.** The City may provide funds to MESBA from time to time, in an amount and at a time within the sole discretion of the Commission, from room taxes collected by the City pursuant to section 66.0615 of the Wisconsin Statutes. Notwithstanding the previous sentence, or any other provision within this Agreement, neither the City nor the Commission shall be obligated to provide any funds to MESBA.

5. EXPENDITURES. MESBA agrees that it shall spend any funds provided to it in accordance with Section 4 above solely for tourism promotion and tourism development, as that term is defined in section 66.0616(1)(fm) of the Wisconsin Statutes, within the City of Monona. The Commission may, but shall not be required to, designate the specific type of tourism promotion and tourism development for which the funds shall be expended. MESBA agrees to expend the funds in accordance with the designation of the Commission.

6. ANNUAL ACCOUNTING. MESBA agrees to provide to the Commission annually, on or before March 1, a detailed accounting, in a form reasonably acceptable to the Commission, of the amounts of revenue that were forwarded to MESBA in the previous year, and the manner in which those funds were expended by MESBA.

7. NONEXCLUSIVE AGREEMENT. The parties acknowledge this Agreement shall not be deemed an exclusive agreement by either party. The City and Commission shall be free to contract with other organizations to perform the functions of a tourism entity, to provide funds from room taxes collected by the City to other organizations for tourism promotion and tourism development, to expend funds themselves for tourism promotion and tourism development, and to accumulate funds from room taxes without expending them at any specific time. Similarly, MESBA shall be free to contract with other municipalities and tourism commissions to perform the functions of a tourism entity, to receive funds from room taxes collected by other municipalities, and to expend funds received from other municipalities and tourism commissions for tourism promotion and tourism development in those communities.

8. MISCELLANEOUS PROVISIONS.

8.1. ENTIRE AGREEMENT: This Agreement supersedes any and all agreements previously made between the parties relating to the subject matter of this Agreement and there are no understandings or agreements other than those incorporated in this Agreement. This Agreement may not be modified except by an instrument in writing duly executed by all the parties.

8.2. PARTIES BOUND: This Agreement shall be binding upon and inure to the benefit of the parties and their respective heirs, legal representatives, successors and assigns. It is expressly understood MESBA may not assign any rights or obligations under this Agreement without the prior written consent of the City.

8.3. GOVERNING LAW AND VENUE: This Agreement shall be governed by, construed and interpreted in accordance with the laws of the State of Wisconsin. Any legal action arising out of this Agreement shall be venued in the circuit court for Dane County, Wisconsin.

8.4. HEADINGS AND REFERENCES: The headings used in this Agreement are for convenience only and shall not constitute a part of this Agreement. Unless the context clearly requires otherwise, all references to subdivisions are to subdivisions of this Agreement.

8.5. SEVERABILITY: If any provision of this Agreement shall under any circumstances be deemed invalid or inoperative, this Agreement shall be construed with the valid or inoperative provision deleted and the rights and obligations construed and enforced accordingly.

8.6. NO PARTNERSHIP. Nothing in this Agreement shall be construed to create any co-partnership, principal and agent, joint venture or other similar relationship between the parties hereto

and neither party may incur debts or liabilities in the name, or on behalf, of the other unless expressly approved by the party to be bound thereby in a written instrument signed by such party.

8.7. IMMUNITY. Nothing contained in this Agreement constitutes a waiver of the provisions of sections 893.80 and 893.93 of the Wisconsin Statutes, or sovereign immunity under any applicable law.

8.8. NEUTRAL CONSTRUCTION: The parties acknowledge that this Agreement is the product of negotiations between the parties and that, prior to the execution hereof, each party has had full and adequate opportunity to have it reviewed by, and to obtain the advice of, its own legal counsel. Nothing in this Agreement shall be construed more strictly for or against either party because that party's attorney drafted this Agreement or any part hereof.

IN WITNESS WHEREOF, the parties have executed this AGREEMENT effective as of the last date of signature below.

CITY OF MONONA

By: _____
Mary K. O'Connor, Mayor

Date

By: _____
Joan Andrusz, City Clerk

Date

APPROVED AS TO SUFFICIENCY OF FUNDS

Bryan Gadow, Comptroller

Date

MONONA CHAMBER OF COMMERCE, INC.

By: _____
William Morgan, President

Date

By: _____
Leah Hernandez, Secretary

Date