

**AGENDA
CITY OF MONONA
TOURISM COMMISSION
Monona City Hall – Conference Room
5211 Schluter Road, Monona, WI
Wednesday, December 1, 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 October 27, 2021
4. Appearances
5. Discussion and Possible Action Items:
 - A. New Business
 1. Request for Approval of 2022 Ice Fishing Marketing Campaign (MESBA)
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/85809563018> 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: 858 0956 3018.

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

PHONE NUMBER: 1-312-626-6799 / MEETING ID: 858 0956 3018, 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
October 27, 2021**

1. Call to Order - The meeting of the City of Monona Tourism Commission was called to order at 3:34 pm.
2. Roll Call - Present: Andrew Kitslaar, Mike Strigel, Colleen Flaherty, and Alder Kristie Goforth.
Also present: City Administrator Bryan Gadow, Marc Houtakker, and Devin Renner.

3. Approval of August 31, 2021 Minutes

Motion by Alder Goforth to approve the August 31, 2021 minutes, seconded by Ms. Flaherty. Motion carried.

4. Appearances – None
5. New Business

- a. **Consideration of Request for Approval of 2022 Guide to the Monona Area (MESBA)**

Mr. Renner, Executive Director of MESBA, provided an overview of MESBA's Monona guide application. He noted it focused on tourism highlights, locations of hotels, restaurants, and businesses. He also noted that the request was for \$2,500, and the cost to produce is \$7,000.

Alder Goforth asked what the current balance of the Tourism grant account. 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 \$45,714.

Alder Goforth asked Mr. Renner about the projected advertise sales target. Mr. Renner stated it was \$2,000, and that they would print less than in previous years (8,000 direct mail, 2,000 available for hotels, Destination Madison, etc). Alder Goforth noted that the main goal is to drive hotel stays, and cautioned on advertising outside the community market. Mr. Renner noted that he would like residents to also be Monona brand ambassadors. Ms. Flaherty noted that getting residents to think of Monona as a destination could assist with hotel stays.

Motion by Alder Goforth to approve the request for \$2,500 in Tourism funds for the Monona Area Guide, seconded by Ms. Flaherty. Motion carried.

- b. **Consideration of Request for Approval of 2022 Biennial Monona Lake Loop Map (MESBA)**

Mr. Renner provided an overview of the application, noting it is a marketing tool for pedestrian and cyclists, and it is not a revenue generator for MESBA. He noted it costs roughly \$2,500 to produce the map and there is a tie-in social media campaign.

Alder Goforth asked how many copies are printed. Mr. Renner stated they print 3,000 copies. Alder Goforth asked if it could be inserted into the Monona Guide. Mr. Renner agreed that it could. She also suggested language be added to reference potential construction along Winnequah Road. Mr. Strigel asked if MESBA received any feedback on the Lake Loop map. Mr. Renner stated they did not, but the advertisers were happy. Alder Goforth asked that B-Cycle locations to be added to the map.

Ms. Flaherty made a motion to approve the request of \$2,500 for the MESBA Lake Loop map, seconded by Alder Goforth. Motion carried.

c. Renewal of Tourism Entity Agreement with MESBA

City Administrator Gadow provided an overview of the renewal of the tourism entity agreement with MESBA, as required under state statutes. The Commission asked to change the date referenced in Section 6 to October 1st. Alder Goforth made a motion to approve the Agreement, seconded by Ms. Flaherty. Motion carried.

6. Discussion of Items to include on Future Agendas

Mr. Renner noted that the Guide would come out late Spring/Summer of 2022, and would report to the Commission in June 2022.

Mr. Houtakker noted the preliminary estimate for Tourism funds in 2022 is \$100,000, with a 50/50 split between hotel and short-term rental stays.

Alder Goforth asked to include a discussion on how to address potential conflicts of interest for Commission members, whether through a standing agenda item or other means.

Alder Goforth asked for the Commission to create a hotel data collection sheet for hotels to track when guests are staying because of a Tourism Commission funded event.

7. Next Meeting – The next meeting will be June or July 2022, specific date and time to be determined.

8. Adjournment - A motion by Ms. Flaherty to adjourn was made, seconded by Alder Goforth. The motion carried. (4:19 p.m.).



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:	Contact:
Email:	Phone:
Mailing Address:	
Event / Project Name:	
Location of Event / Project:	
Date(s) of Event / Project:	
EVENT OR PROJECT INFORMATION:	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input type="checkbox"/> Cultural <input type="checkbox"/> Festival <input type="checkbox"/> Marketing/Info <input type="checkbox"/> Other:	
Description of Project or Event:	
Please describe how this event or project will promote overnight hotel stays and how you calculated the number of projected hotel stays:	
Number of Attendees Expected:	Number of Volunteers Expected:
Projected Number of Overnight Hotel Stays:	Number of Hotel Stays Previous Year:
How are you marketing this event or project?	
Event or Project Budget - <i>Attach Budget Worksheet</i>	Amount of Funding Requested:
Use of Tourism Funds:	
Applicant Signature <i>Devin Renner</i>	Date:

ADDITIONAL APPLICATION QUESTIONS:

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

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

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

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

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

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				\$ -