

**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, Colleen 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.).