

TOURISM AND PROMOTION COMMISSION
February 29, 2016



Chairperson John L. Swisher called the meeting to order at 5:30 p.m. In attendance: Members Laurie Adams, Merisa Nicholson, Brett Perucco, David Rousayne, Prit Soni and ex-officio John L. Swisher. Also in attendance: Trustee: Tim Semo and Administrator Mark Johnsrud.

Statement of Public Notice – This meeting was posted and noticed according to law.

Approve Tourism and Promotion Commission Minutes of February 15, 2016

An Adams/Perucco motion carried to approve the February 15, 2016 Tourism and Promotion Commission minutes.

Tour of Comfort Inn and Suites Facility

Commission toured facility as presented by Prit Soni.

Public Comment

Tammi Vetrano of Vetro Winery presented for consideration a tourism promotion and development funding application for Buzz Fest. A festival promoting bee keeping and honey production to be held in Jefferson on August 20, 2016.

Rob Strauss briefly reviewed his application for the Spyder Rendezvous to be held in Johnson Creek on August 11-14 in Johnson Creek and Road Warrior Foundation for disable veterans' event on September 16-18.

Discuss Tourism Promotion and Development Funding Application

Johnsrud reviewed cover letter and Tourism and Promotion Funding Application and provided list of organizations information was provided to:

- 1) American Legion Post 305, and
 - 2) Crossroad Church, and
 - 3) Fireman's Festival, and
 - 4) Johnson Creek Historical Society, and
 - 5) Johnson Creek Neighbors to Neighbors Club, and
 - 6) Rob's Performance Motorsports, and
 - 7) Rock River Powersports, and
 - 8) St. Gabriel the Archangel Parish, and
 - 9) St. John's Lutheran Church, and
 - 10) Vetro Winery
- a) Fireman's Festival
- Steve Wollin of the Fireman's Festival briefly reviewed last year's Fireman's Picnic. For 2016, the name has changed to Fireman's Festival with expected attendance of 3000 people. There will be move activities for adults and kids with a bungee jump, rock climbing wall and walk and water attraction. In addition, vendors will be a part of the event plus entertainment and fireworks. The Fireman's Festival committee is requesting funding of \$5,000.

b) Johnson Creek Historical Society

Debbie Brown reviewed a funding application to host a visitor center at the Johnson Creek Historical Society, 110 Aztalan Street as two proposals to include:

Option 1: 25,000 per year

16 hours per week

Paid employees to maintain hours of operation.

Maintain visitor website and community calendar.

Free Johnson Creek Historical Society Museum Tours.

Collect business and community brochures for display.

Coordinate community events with local business & non-profits.

Offer business discounts with event

Give quarterly progress report.

Option 2: 34,000 per year

24 hours per week

(same activities as above)

Requested further consideration of Johnson Creek Historical Society events to include:

Hops for History – September 24, 2016	\$500
Murder Mystery Dinner – October 29, 2016	\$400
Children’s Festival – December 3, 2016	\$100
Christmas Caroling	\$100
Evening Carriage Rides	\$400

c) Johnson Creek Chamber of Commerce

Past President of the JC Chamber of Commerce, Mitch Weyer presented a proposal to continue the previous relationship with the Village in funding a portion of the Executive Director position. The Executive Director in the past has focused on the business community, economic development and tourism and promotion of Johnson Creek. The proposal requests the following:

Executive Director	\$39,500
Office Operations	\$ 4,800
Promotion and Marketing	\$ 2,450
Total Tourism and Promotion	\$46,750

Convene in Closed Session

(Pursuant to Wisconsin Statutes §§19.85(1)(e) deliberating or negotiating the investing of public funds whenever competitive or bargaining requires a closed session – Fireman’s Festival and Johnson Creek Historical Society and Johnson Creek Chamber of Commerce)

A Rousayne/Perucco motion carried on a 5-0 roll call vote to move into closed session at 6:40 p.m.

Reconvene in Open Session

An Adams/Nicholson motion carried on a 5-0 roll call vote to move into open session at 7:48 p.m.

Action from Closed Session

A Perucco/Rousayne motion carried on a 5-0 roll call vote to approve a \$5,000 funding request from Rob Strauss of Rob’s Performance Motorsports to support the Annual Spyder Rendezvous to be held August 11-14, 2016 subject to funding being used to support promotion of the event for transient tourism or reasonably likely to result in overnight stays based on a provided budget.

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A Rousayne/Perucco motion carried on a 3-1-1 roll call vote with Prit Soni dissenting and Laurie Adams abstaining to approve a \$5,000 funding request from Steve Wollin to support the Fireman's Festival, Inc. to be held August 6, 2016 subject to funding being used to support promotion of the event for transient tourism or reasonably likely to result in overnight stays.

Commission referred the Johnson Creek Historical Society request to April 4th meeting subject to JC Historical Society providing a budget and explanation of expected expenditures.

Commission referred the Johnson Creek Chamber of Commerce request to April 4th meeting subject to JC Chamber of Commerce providing explanation of tourism duties and responsibilities of the Executive Director position as may be funded per request.

Next Meeting – April 4th – Community Center 5:30 p.m.

A Perucco/Soni motion carried to adjourn at 7:50 p.m.

John L. Swisher, Chairperson
Tourism and Promotion Commission

Disclaimer: These minutes are uncorrected; any corrections made thereto will be so noted in the proceedings at which these minutes are approved.