

TOURISM AND PROMOTION COMMISSION
May 2, 2016



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

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

Approve Tourism and Promotion Commission Minutes of April 4, 2016

An Adams/Perucco motion carried to approve the April 14, 2016 Tourism and Promotion Commission minutes.

Public Comment - none

Letter from Johnson Creek Chamber of Commerce

An Adams/Rousayne motion carried to table until the position is hired.

Tourism and Promotion Grant – Rob’s Performance Motorsports – Spyderfest

A Perucco/Adams motion carried to approve the contract with Rob’s Performance Motorsports for Spyderfest in the amount of \$5,000.

Tourism and Promotion Grant – Johnson Creek Fireman’s Festival

A Rousayne/Perucco motion carried 3-0-1 with Adams abstaining to approve a contract with the Johnson Creek Fireman’s Festival in the amount of \$5,000.

Tourism and Promotion Grant – Buzzfest

An Adams/Perucco motion carried 4-0 to approve a contract with Buzzfest in the amount of \$2,250.

Tourism and Promotion Grant – Johnson Creek Chamber of Commerce

An Adams/Rousayne motion carried 4-0 to approve a contract with the Johnson Creek Chamber of Commerce contingent upon the date of hiring for the director position.

2016 Room Tax Budget Update

No action was taken, for information only.

Presentation – Jefferson County Economic Development Consortium – Executive Director Genevieve Coady

Executive Director Genevieve Coady was present and reviewed the capital campaign and had a power point on ways to promote tourism between the Village and JCEDC.

Discuss Tourism Promotion and Development Funding Applications

Jefferson County Cancer Coalition – Ride for a Cure – Rock River Power Sports

A Rousayne/Adams motion carried 4-0 to approve a \$500 commitment to Rock River Power Sports for the Jefferson County Cancer Coalition – Ride for a Cure.

Jefferson County Chargers Semi-Pro Football

An Adams/Rousayne motion carried to approve a \$1,000 contract with Jefferson County Chargers Semi-pro football.

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Convene in Closed Session – did not convene into 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 – Tourism and Promotion Grant Contract: Jefferson County Cancer Coalition a Ride for Cure – Rock River Powersports and Jefferson County Chargers Semi-Pro Football

Reconvene in Open Session – did not convene into closed session

Action from Closed Session – did not convene into closed session

Determine Next Meeting - July 18th

Adjourn

A Soni/Perucco motion carried to adjourn at 6:52 p.m.

John L. Swisher, Chair
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.