

TOURISM AND PROMOTION COMMISSION

September 12, 2016



Chairperson John L. Swisher called the meeting to order at 4:35 p.m. In attendance: Members Laurie Adams, Merisa Nicholson, Vishal Patel, David Rousayne and ex-officio John L. Swisher. Absent and excused: Brett Perucco, Also in attendance: Trustee Steve Wollin, Administrator Kyle Ellefson and Clerk-Treasurer Joan Dykstra.

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

Approve Tourism and Promotion Commission Minutes of July 18, 2016 – pg

An Adams/Rousayne motion carried to approve July 18, 2016 Tourism and Promotion Commission minutes.

Public Comment - none

Deer Widows Weekend Get-Away – Johnson Creek Chamber of Commerce

Tammi Vetrano with the Chamber presented an outline of the event and the \$5,000 funding request:

1. Advertising with the WSLD capturing north of our community in the Fond du Lac Area all the way down past Rockford, IL
2. Advertising with the Madison Magazine on their new show, online and in print at a cost of \$2,325. Emmy Fink former Discover WI host will come to Johnson Creek and film a segment on the Village to include other businesses besides the Outlet, the Gobbler and Comfort Suites.
3. Provide a shuttle service from the hotel to the outlet to the Gobbler to the businesses we will include on the itinerary. Estimated cost for the shuttle for Friday and Saturday \$1,600.
4. Marketing materials, brochures, signage and ads in the Daily Herald in Chicago area and are looking in to other areas such as Iowa, and Minnesota an estimated cost of \$2,800.

After discussion an Adams/Rousayne motion carried 3-0-1 with Nicholson abstaining to approve funding the Chamber of Commerce \$2,500 for their Deer Widows Weekend Get-Away.

Determine Next Meeting Date – November 7

Adjourn

An Adams/Nicholson motion carried to adjourn at 4:52 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.