

TOURISM AND PROMOTION COMMISSION

April 4, 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 member John L. Swisher. Also in attendance: Trustee: Administrator Mark Johnsrud.

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

Approve Tourism and Promotion Commission Minutes of February 29, 2016

An Adams/Perucco motion carried to approve the February 29, 2016 Tourism and Promotion Commission minutes.

Public Comment

Bonnie Hertel representing Chamber of Commerce stated that the Chamber will hire the Executive Director position by May 1st. In addition, the Chamber has paid for Circle Wisconsin and the Jefferson County Tourism Guide expenditures for 2016.

Pat Smith – Executive Director position ties the business community together to promote tourism.

Tammi Vetrano – Executive Director position works with the Premium Outlet Mall to promote and attractive people from all over the world to Johnson Creek.

Discuss Tourism Promotion and Development Funding Application

Commission discussed proposals from Buzzfest and the Chamber of Commerce. The Johnson Creek Historical Society did not submit further information.

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)

An Adams/Rousayne motion carried on a 5-0 roll call vote to move into closed session at 5:52 p.m.

Reconvene in Open Session

An Adams/Nicholson motion carried on a 5-0 roll call vote to move into open session at 6:48 p.m.

Action from Closed Session

A Rousayne/Nicholson motion carried on a 5-0 roll call vote to approve a \$2,250 funding request from Tami Vetrano to support the Buzzfest event to be held August 20th, 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.

A Rousayne/Adams motion carried on a 4-0-1 roll call vote with Merisa Nicholson abstaining to approve reducing the Chamber of Commerce request to \$32,000 per year on an annual basis (funding the position for two days per week based on the proposed budget) subject to the Executive Director position must remain a full-time position and the Chamber of Commerce must provide a strategic plan of proposed tourism activities by June 30th, 2016.

Commission took no action on the application from the Johnson Creek Historical Society.

Next Meeting – May 6th and June 7th depending on applications presented.

A Perucco/Rousayne motion carried to adjourn at 6:58 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.

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