



## **MENOMONIE TOURISM COMMISSION**

*Meeting Minutes*  
**January 12, 2017**  
Airport Conference Room

**MEMBERS PRESENT:** Holland, Willow, Theelke & Ostenso

**OTHERS PRESENT:** Dingwall, Hauck, Leanne Cynor, Stephanie Butler & Prange

**MINUTES:** A motion was made by Willow, seconded by Theelke to approve the minutes of the November 17, 2016 meeting. Motion carried.

**TREASURER'S REPORT:** None

**ITEMS OF DISCUSSION:**

The Tourism Director reviewed the July - December 2016 financial reports and the 2017 budget from the GMACC. Motion made by Ostenso, seconded by Theelke to accept the GMACC July - December 2016 financial reports and approve the 2017 budget as amended. Motion carried.

Tourism Director, Leah Hauck, provided the Commission an update on 2017 marketing activities including promotional material and T-shirts, Explore Menomonie, (Website, Facebook and Instagram), Destination Guide Photo Contest, Welcome Center, event calendar, Discover Wisconsin Radio Ad, billboard options and grant applications.

Commissioner Theelke left at 10:15 AM.

The commission discussed the March 2017 WIGCOT conference with no official action taken. The chair will distribute the registration information and include the item on the next agenda.

The dates of May 1–2, 2017 were agreed to by DMO Proz to hold a strategic planning workshop with the Commission. The Chair will work with various groups to identify the stakeholders that will be invited to attend the planning session.

The next [regular meeting](#) of the Menomonie Tourism Commission will be at [9:00 AM](#) on Thursday– [February 16, 2017](#) in the airport terminal conference room.

Motion was made by Ostenso, seconded by Kendizor to adjourn. Motion carried.

Respectfully Submitted,

Lowell Prange, Recording Secretary