



MENOMONIE TOURISM COMMISSION

Meeting Minutes April 28, 2016 Airport Conference Room

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

OTHERS PRESENT: Haglund, Dingwall, Foote & Prange

GUESTS: Jim Anderson and Linda John – Visit Eau Claire

MINUTES: A motion was made by Solberg, seconded by Theelke to approve the minutes of the April 8, 2016 meeting. Motion carried.

TREASURER'S REPORT: None

ITEMS OF DISCUSSION:

Linda John from Visit Eau Claire provided her perspective and thoughts on Menomonie tourism and how the EC CVB operates. Linda indicated her organization's services were available to assist and advise Menomonie and noted the following:

- Assistance with setting up operational systems and policies
- Room tax dollars are sacred and should be used towards increasing overnight stays
- Set local priorities and recommended a strategic planning process
- Believes in the CVB concept utilizing trained tourism professionals
- EC budget is comprised of 80% room tax dollars and the remainder private funds and grants
- 45% of EC budget is spent on administrative expenses and is composed of a staff of ten employees
- Staff submits grant applications for all available state grant opportunities

She restated her support of an independent Menomonie tourism effort and again offered her services as needed.

Jim Anderson, representing the Dunn County Community, Tourism and Resources Committee, presented his thoughts for the county's involvement with local tourism efforts including possibly submitting an application for the county to host the 2018 "Alice in Dairyland" event. Mr. Anderson thanked the commission for their work and indicated he would keep them informed of future county tourism initiatives.

The interim director presented an activities report through April 28, 2016 with no official action taken.

The Chair updated the Commission on the status of a draft contract with the Menomonie Area Chamber and Visitor Center. No action was taken.

The next [regular meeting](#) of the Menomonie Tourism Commission will be at [1:00 p.m.](#) on Thursday–[May 12, 2016](#) in the airport terminal conference room.

Motion was made by Theelke, seconded by Solberg to adjourn. Motion carried.

Respectfully Submitted,

Lowell Prange, Recording Secretary