



## MENOMONIE TOURISM COMMISSION

*Meeting Minutes*  
November 1, 2018  
Airport Conference Room

**MEMBERS PRESENT:** Knaack, Willow, Solberg, Hopkins, Richartz & Raval

**OTHERS PRESENT:** Greeley, Hagman, Andersen, Uttley, Riepl, Zais, Rodolobi & Prange

A motion was made by Richartz, seconded by Hopkins to amend the previous meeting minutes to note that Commissioner Willow voted against the nomination and appointment of Solberg as Commission Chair. Motion Carried.

A motion was made by Solberg, seconded by Willow to approve the July 26, 2018 meeting minutes as amended. Motion carried.

### **ITEMS OF DISCUSSION:**

The Commission discussed the Strategic Planning Report and requested the goals section be included with each meeting agenda. The body continued to discuss the future use of surplus room tax dollars including the possible establishment of a Menomonie Tourism facility/outlet in north Menomonie and the pending installation of information kiosks at various sites throughout the city. The Mayor will have staff follow up on the question of the Commission renting instead of owning a facility that could be used by the contracted Tourism Entity as a Tourism outlet facility in North Menomonie. A lengthy discussion by the Commission regarding billboards, social media, print media and other types of marketing tools ensued. A motion was made by Knaack, seconded by Solberg requesting the Chamber of Commerce as the contracted Tourism entity provide a 2019 budget and expanded marketing plan for Tourism promotion services at the next meeting.

The Chamber financial statements were presented for Jan-September 2018. The information in the STR report was reviewed and discussed by the Commission. Chamber representatives discussed their community events and activities calendar and City officials presented the 3<sup>rd</sup> quarter room tax dollars report. No official action was taken on any of those items.

## **OTHER BUSINESS**

### **Chairperson:**

A motion was made by Raval, seconded by Hopkins that the Commission reconsider the appointment of Solberg as Chairperson at the July 26, 2018 meeting and revote on that action at the December 13, 2018 meeting. Motion Carried.

The next regular meeting will be on Thursday December 13, 2018 at 9:30 AM at the Airport Conference Room. A motion was made by Knaack, seconded by Richartz to adjourn. Motion carried.

Respectfully Submitted,

Lowell Prange