



Mineral Point, Wisconsin

CITY OF MINERAL POINT

137 HIGH STREET, SUITE 1
MINERAL POINT, WI 53565
608-987-2361

AGENDA

CITY OF MINERAL POINT TOURISM COMMISSION Thursday, October 31, 2024, 11:00 AM Mineral Point Chamber of Commerce, 145 High Street

1. Call to order. Roll Call. Confirmation of Compliance with Open Meeting Law
2. Approval of September 18, 2024 Minutes.
3. Approval of Treasurer's Report.
4. 2025 Budget Review. **Action:** Approve or deny the 2025 budget
 - a. Print
 - b. Radio
 - c. Digital
 - d. Grants
 - e. Additional fees and financial responsibilities
5. Discussion and potential action regarding the allocation of surplus funds for digital expenses and/or contracting with Discover Wisconsin's package options in the 2024 fiscal year.
6. Recommendations for future agenda items.
7. Establish next meeting date.
8. Adjourn

Agenda Posted and Distributed: Tuesday, October 29, 2024

Reasonable accommodations for participation in this meeting by persons with disabilities, as defined by the Americans with Disabilities Act, will be made upon request and if feasible. Please contact the City Clerk's office (608-987-2361) at least 24 hours prior to the scheduled meeting so that necessary accommodations can be provided.

OFFICE OF THE CITY CLERK-TREASURER

Mayor – Danny Clark

City Administrator | Matthew Honer | administrator@cityofmineralpointwi.gov

City Clerk-Treasurer | Christy Skelding | cityclerk@cityofmineralpointwi.gov

MINUTES
CITY OF MINERAL POINT TOURISM COMMISSION MEETING
Wednesday, September 18, 2024 Chamber of Commerce Office

CALL TO ORDER/ROLL CALL

The meeting was called to order by Secretary John Spady at 10:32 AM.

Present: Commissioners Spady, Cisler, Powers, Brander

Also Present: Chamber Executive Director Cory Bennett.

Absent/Excused: Burrows, Zupke

APPROVAL OF MINUTES - August 13, 2024 MEETING

Motion (Powers/Brander) to approve minutes. Motion passed all voting aye (4-0).

Update on Chairperson:

Motion to appoint John Spady as acting chairperson of the commission.

Motion (Brander/Cisler) Motion passed all voting aye (4-0)

Guest Speaker - Lisa Meier from Discover Wisconsin

- The Commission reviewed advertising proposals and a PowerPoint presentation covering broadcast television, print, streaming media, podcasts, and social media. Meier answered questions about production timelines, air dates, and advertising package fees.

Budget Review

- The commission discussed at length the budget surplus and potentially applying it to the Discover Wisconsin options. All of the commissioners expressed a positive reaction to Meier's proposals.
- Executive Director Bennett advises the commission that discussion about the Chamber operating budget is in question regarding the city's contributions.
- The Commission discussed inviting 'Miss Northerner', an influencer, to Mineral Point. She has a much greater following which comes with a larger fee.
- Due to a lack of time to properly discuss the budget in detail, the commission agrees to meet again next month.

FUTURE AGENDA ITEMS/NEXT COMMISSION MEETING

Finalizing the 2025 budget. October 9, 2024 at the Chamber of Commerce.

ADJOURNMENT

Motion (Brander/Powers) to adjourn at 12:30PM. Motion carried, all voting aye (4-0).

Matthew Honer, City Administrator

Approved: