



Mineral Point, Wisconsin

# CITY OF MINERAL POINT

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

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## **AMENDED AGENDA**

### **CITY OF MINERAL POINT TOURISM COMMISSION**

**Tuesday, February 4, 2025, 1:00 PM**

**Mineral Point Chamber of Commerce, 145 High Street**

1. Call to order. Roll Call. Confirmation of Compliance with Open Meeting Law
2. Approval of October 31, 2024 Minutes.
3. Discussion regarding the future of the Tourism Commission.
4. Approval of Treasurer's Report.
5. Discussion regarding Discover Wisconsin.
6. Approval of Tourism Grant Applications to be sent out.
7. Recommendations for future agenda items.
8. Adjourn

Agenda Posted and Distributed: Friday, January 31, 2025

*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.*

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## **OFFICE OF THE CITY CLERK-TREASURER**

Mayor – Danny Clark

City Administrator | Matthew Honer | [administrator@cityofmineralpointwi.gov](mailto:administrator@cityofmineralpointwi.gov)

City Clerk-Treasurer | Christy Skelding | [cityclerk@cityofmineralpointwi.gov](mailto:cityclerk@cityofmineralpointwi.gov)

**MINUTES**  
**CITY OF MINERAL POINT TOURISM COMMISSION MEETING**  
**Thursday, October 31, 2024 Chamber of Commerce Office**

**CALL TO ORDER/ROLL CALL**

The meeting was called to order by Chair- John Spady at 11:00 AM.

Present: Commissioners Spady, Cisler, Powers, Brander, Burrows

Also Present: Chamber Executive Director Cory Bennett.

Absent/Excused: Zupke

**APPROVAL OF MINUTES - Sept 18, 2024 MEETING**

**Motion (Powers/Borrows) to approve minutes. Motion passed all voting aye (5-0).**

**Treasurer's Report:**

Treasurer Cisler gives an overview and answers questions on her cash flow statement and checking analysis.

Points Discussed:

- Review of last year's 4th quarter revenue
- Comparison to previous years
- Discussion of budget adjustments as the years progresses on different line items
  - Spady states it's often that small amounts have been moved throughout the year, large amounts need City approval
- Cisler notes that a more in depth cash flow report is still to come

**Motion (Spady/Cisler) Motion passed all voting aye (5-0)**

**Budget Review**

Spady gives an overview of the budget categories of print, digital, radio and grants. Spady notes that previous meetings decisions are reflected now on the spreadsheet. The outstanding significant change being towards grants. A reduction from \$1500 to \$500 is proposed. Moving forward this \$500 grant will be presented as a digital media advertising grant. This redefinition reflects both the chamber and the commission's understanding of how the events grants has been used so far and how to best promote overnight stays in the city.

Less significant changes to print include omitting Travel Wisconsin Magazine, IPR radio, Big Radio and On Wisconsin Outdoors magazine, while increasing our digital marketing campaigns and content creator budget lines.

Spady explains reasoning for an increase in the chamber of commerce service fee from \$8000 to \$14,000. As the commission's tourism entity, allocating additional funding to the chamber to execute our decisions is necessary.

Chairman Spady opens the topic for general discussion:

- Burrows asked how many content creator we anticipate
- Bennett projects between 4 and 5 per year
- Burrows asks if the grant program is competitive - Spady explains that all applicants are repeats and are approved

**Motion (Burrows/Brander) Motion passed all voting aye (5-0)**

**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.**

Bennett reviews with the commission all of the Discover Wisconsin options, updates and price points.

Discover Wisconsin had provided Bennett with more filming and airing dates. Commission decides the two air dates will be spring and fall of 2026.

**Motion (Burrows/Cisler)**

**FUTURE AGENDA ITEMS**

Preparing the grant forms for distribution

Updates on:

Content Creators

Billboard

Discover Wisconsin

**NEXT COMMISSION MEETING**

February 4, 2025 at 1:00pm at the Chamber office

**ADJOURNMENT**

**Motion (Powers/Brander) to adjourn at 11:48 PM. Motion carried, all voting aye (5-0).**

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Matthew Honer, City Administrator

**Approved:**