



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 Monday, April 7, 2025, 2:00 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 February 4, 2025 Minutes.
3. Approval of Treasurer's Report.
4. Update on future of Tourism Commission.
5. Update on Discover Wisconsin.
6. Approval of submitted grant applications.
7. Billboard Update.
8. Update on Social Media outreach campaigns and influencer partnerships.
9. Establish next commission meeting.
10. Adjourn

Agenda Posted and Distributed: Thursday, April 3, 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.

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
Tuesday, February 4, 2025 Chamber of Commerce Office

CALL TO ORDER/ROLL CALL

The meeting was called to order by Chair- John Spady at 1:09 PM.

Present: Commissioners Spady, Cisler, Powers, Brander,

Also Present: Chamber Executive Director Cory Bennett.

Absent/Excused: Zupke, Burrows

APPROVAL OF MINUTES - October 31, 2024 MEETING

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

Discussion regarding the future of the Tourism Commission

Chairman Spady informs the commission of a meeting called by the city administrator with Director Bennett, Mike Zupke and himself. The city is proposing eliminating its tourism commission and forwarding the room tax revenue onto the tourism entity/chamber of commerce. City administrator explained that most importantly the city wants to close the tourism bank account and return it to the chamber. Commissioner Powers asks what the chambers plans going forward after that. Commissioner Cisler responds with the chamber board's discussion at the regular monthly board meeting. Cisler explains the board is ready to accept these added responsibilities. Director Bennett informs the commission that she is planning an outline for how a tourism committee will look. No objections were made to the move, which was accepted as a return to a pre-2020 operational model.

Treasurer's Report:

Treasurer Cisler hands out a cash flow spreadsheet. The group goes over the past years expenses and Cisler explains there are just a couple of additions she needs to enter.

Points Discussed:

- Billboard costs
- Discover Wisconsin

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

Director Bennett gives a short report on what information has been provided to her by the producers at Discover Wisconsin. Group discusses the production timeline and next steps.

Approval of Tourism Grant Applications

Director Bennett asks for final approval for sending out the grant application and also asks about a deadline. The consensus for the deadline April 1, 2025. Director Bennett states she will post the grant

application on mineralpoint.com as well as the chamber chatter newsletter and email to past grant applicants.

Motion (Powers/Spady)

FUTURE AGENDA ITEMS

New Content Creator to choose from

Discover Wisconsin

Billboard update

Review grant applications

Update on Explore Mineral Point

NEXT COMMISSION MEETING

April 7, 2025 at 10:45 AM at the Chamber office

ADJOURNMENT

Motion (Brander/Spady) to adjourn at 2:20 PM. Motion carried, all voting aye (4-0).

Matthew Honer, City Administrator
Approved:

Tourism Commission Budget Worksheet

Starting balance: 60,714.73

**Discover Wisconsin is not included in the core budget but will be funded using surplus funds.

[illegible]

[illegible]

[illegible]

Summary

[illegible]

Income

[illegible]

Expenses

[illegible]