

MINUTES
CITY OF MINERAL POINT TOURISM COMMISSION MEETING
Monday, April 7, 2025
Chamber of Commerce Office

CALL TO ORDER / ROLL CALL

The meeting was called to order by Chair John Spady at 2:00 PM.

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

Also Present: Chamber Executive Director Cory Bennett

Absent/Excused: Powers

APPROVAL OF MINUTES – February 4, 2025 MEETING

Motion (Burrows/Cisler) to approve minutes. Motion carries. 1 abstention (Zupke).

Treasurer's Report:

Commission discusses the cash flow statement that Director Bennett presented. No particular questions asked. Commissioner Cisler would like a copy of the budget to accompany the cash flow statement going forward.

Motion (Burrows/Brander). Motion passed, all voting aye (5–0).

Update on Future of Tourism Commission:

Chairman Spady gives an update to the commissioners from his discussion with City Administrator Honer. The Tourism Commission will continue to work under contract with the Chamber of Commerce and meet quarterly in the Chamber office. The change that was anticipated at the last meeting will not transpire. Spady states the City of Mineral Point will keep an appointed Tourism Commission but operate with its own banking account.

Commissioner Cisler asks about communications between the City and the Tourism Commission. Commissioner Burrows states that he will remain on the commission as the City liaison and update the administrator and council as needed. Spady states that he will communicate with the city admin as needed as well.

Update on Discover Wisconsin:

Director Bennett and Chairman Spady update on DW visits as of March:

- Drone footage / October 2024
- Candlelight Shopping / December 2024

- Interviews (Buttonhill Music Studio, MP Hotel, The Book Kitchen, MP Opera House) / March 2025
- Damaso featured as segment spokesperson
- Director Bennett informs commission of approximate dates of future production visits
- Next locations will be Hook's Cheese, Shake Rag Alley, and Globe Clay Center in April, 2025
- Cafe 43, Midway Bar & Grill, Commerce Street Brewery, Pendarvis, and American Wine Project all to be scheduled in June/July

Approval of submitted grant applications:

Bennett states she received 9 grant applications. She reviewed them prior to the meeting and recommended approval with the exception of one application from the Blues Festival. Questions arise regarding two applications from one non-profit—in this case, the Mineral Point Opera House submitted two applications: one for Driftless Film Fest and the other for the Blues Fest. Bennett asks the commission for any information or guidance on this. Commissioners share their thoughts and agree that a follow-up will need to be done to determine if Blues Fest has its own non-profit status, and Bennett agrees to inquire further.

Motion (Zupke/Burrows). Motion passed, all voting aye (5–0).

Billboard Update:

Bennett shares an image of the new billboard and its new location with the commission. The new location is near Galena, Ill. Commissioner Cisler suggests changing the background color on the bottom of the billboard. Bennett explains that the deadline is passed for changes.

Update on Social Media Outreach Campaigns and Influencer Partner Partnerships:

Chairman Spady informs the commission that he has been researching influencers. He has reached out to a few and is waiting to hear back. He stated it is difficult to book great content creators as they are booked out.

Director Bennett presents a work summary from a photographer she has been in contact with. She shares that the photographer, Ben Jones, was in Mineral Point a few years ago while doing an article for *Only in Your State*. The commission agrees that we need a portfolio of pictures for advertising and marketing. Burrows will send Bennett a list of suggested places to have photographed.

Chairman Spady made a motion to hire Ben Jones.

Motion (Spady/Zupke). Motion passed, all voting aye (5–0).

Establish Next Commission Meeting:

August 11, 2025 at 10:30 AM

ADJOURNMENT

Motion (Spady/Zupke) to adjourn at 3:05 PM. Motion carried, all voting aye (5–0).

Matthew Honer, City Administrator

Approved: