



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, November 13, 2025 | 8:30 AM

Mineral Point Chamber of Commerce, 114 High Street, City of Mineral Point

ALL AGENDA ITEMS LISTED MAY HAVE ACTION TAKEN

1. Call to Order, Roll Call, and Confirmation of Compliance with Open Meetings Law
2. Approval of August 11, 2025 minutes
3. Approval of October 20, 2025 minutes
4. Approval of Treasurer's Report
5. Consideration of adding the Chamber Director as an authorized signer with online access on the Tourism Account at Farmers Savings Bank
6. Budget Review
7. Update on Discover Wisconsin
8. Opera House Charge
9. Update on 2026 creators
10. Update on social media advertising
11. Establish next meeting
12. Adjournment

Agenda Posted and Distributed: Tuesday, November 11, 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
Monday, August 11, 2025
Chamber of Commerce Office

CALL TO ORDER/ROLL CALL

- The meeting was called to order by Chairman John Spady at 10:32 AM.
- Present: Commissioners Spady, Cisler, Powers, Zupke
- Also Present: Chamber Executive Director Cory Bennett, Erin Fenley - Q1 Media, Tyler Carl - Hidden Valleys Magazine, Matthew Payne - Railroad Museum
- Absent/Excused: Burrows, Brander

APPROVAL OF MINUTES - April 7, 2025 MEETING

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

Treasurer's Report

- Chairman Spady talked about potential increased postage costs.
- Bennett explained that the current visitor guide weighs more than previous years and will make note of that for the 2026 guide.
- Chairman Spady informed the commission that the City will not be pursuing a separate EIN.
- Chairman Spady explained that City Hall will add him as a signator.
- The quarterly fee to the Chamber was not updated in the contract. The City administrator would like that revised to reflect the increased annual fee that the commission approved. This should be done by the end of the year.

- No questions on the treasurer's report handout.
- Motion passes all voting aye (4-0) (Spady/Cisler).

Presentation - Tyler Carl, Hidden Valleys Magazine

- Tyler reported that Iowa County will not be able to financially support Hidden Valleys as it has in the past.
- He reached out to Mineral Point and Dodgeville Chamber Directors to have a joint advertising campaign to make up for the lack of advertising for Iowa County.
- Dodgeville Tourism has officially accepted the offer and would like Mineral Point to join them.
- Tyler outlined the ad's effectiveness with statistical numbers and performance reports.
- He proposed that Mineral Point pay half of the fee to Iowa County so Mineral Point can remain in the magazine and be the featured county for 2026.
- With Dodgeville paying half, Mineral Point would pay the other half in the amount of \$838.
- Tyler added that if Mineral Point pays this amount, they will be given a 1/6 page ad valued at \$470.
- The commission thanked Tyler for his presentation and informed him that Director Bennett will notify him of the commission's decision.

Presentation - Erin Fenley, Q1 Media

- Erin introduced Q1 Media, based in Austin, Texas.
- Erin is a Mineral Point native and understands the community from a personal perspective.
- She explained Q1 Media is a digital-based company with many dynamic forms of engaging the public and targeting a variety of potential visitors for overnight stays.

- Erin went in depth into a number of these methods, which were new to the commission.
- Commissioner Spady reviewed past similar campaigns and the costs associated with them.
- Erin informed the commission of package pricing that Q1 Media could offer, which can be tailored to Mineral Point's budget.
- Commissioner Cisler inquired about reporting and ownership of data collected.
- Erin confirmed all data would be made available to the commission for marketing purposes. A Q1 Media representative will be assigned to assist the commission should they move forward with it.
- The commission looks forward to receiving additional information from Erin to discuss at the upcoming 2026 budget workshop.

Discover Wisconsin Update

- Chairman Spady gave a brief overview of the editing process so far.
- Bennett explained she received an email from Discover Wisconsin stating the plan to air in September of this year.
- Bennett asked the commission if they recall a different conversation where the commission had agreed to air in 2026 and 2027 to coincide with the 2027 Bicentennial.
- The commission agreed Bennett's statement was likely correct but requested to look back at prior minutes.
- The commission asked Bennett to contact Discover Wisconsin to let them know of the initial understanding of the air dates.

Discussion - 2026 Budget

- Director Bennett suggested the commission hold a budget workshop as there are a number of areas that need discussion and review, including Q1 Media.

- The commission voted to approve Tyler Carl's proposal for the 2026 budget.
- The commission set the budget workshop for September 8th at 11 AM at the Chamber office.

NEXT QUARTERLY COMMISSION MEETING

- November 10th at 11 AM at the Chamber office.

ADJOURNMENT

- Motion (Cisler/Zupke) to adjourn at 11:58 AM.
- Motion carried, all voting aye (4-0).

MINUTES
CITY OF MINERAL POINT TOURISM COMMISSION MEETING
Monday, October 20, 2025
Chamber of Commerce Office

CALL TO ORDER/ROLL CALL

- The meeting was called to order by Chairman John Spady at 10:34 AM.
- Present: Commissioners Spady, Cisler, Powers, Brander
- Also Present: Chamber Executive Director Cory Bennett, Matthew Payne - Railroad Museum
- Absent/Excused: Burrows, Zupke

Consideration of 2026 Budget

- Discussion and review of projected 2026 Budget.

NEXT QUARTERLY COMMISSION MEETING

- November 10th at 11 AM at the Chamber office.

ADJOURNMENT

- Motion (Powers/Cisler) to adjourn at 12:01 PM.
- Motion carried, all voting aye (4-0).

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