



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, December 11, 2025 | 9:00 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 November 13, 2025 minutes
3. Approval of Treasurer's Report
4. Discussion with a Q1 Media Representative
5. Discussion and approval of Contract with the Mineral Point Chamber of Commerce
6. Discussion on Content Creators
7. Township Room Tax
8. Budget Review and approval
9. Future agenda items
10. Establish next meeting
11. Adjournment

Agenda Posted and Distributed: Thursday, November 20, 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
Thursday, November 13, 2025
Chamber of Commerce Office

Call to order/roll call

The meeting was called to order by Chairman John Spady at 8:32 AM.

- Present: Commissioners Spady, Cisler, Powers, Brander
- Also Present: Chamber Executive Director Cory Bennett, Matthew Payne – Railroad Museum
- Absent/Excused: Burrows, Zupke

Approval of August 11, 2025 Minutes

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

Approval of October 20, 2025 Minutes

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

Approval of Treasurer's Report

- Discussion included a review of prior years' room tax revenues.
- The Commission requested the October bank statement showing the final balance.
- Motion passes, all voting aye (4–0) (Brander/Cisler).

Consideration of Adding the Chamber Director as an Authorized Signer on the Tourism Account at Farmers Savings Bank

- Bennett explained streamlining processes by allowing the Director to sign checks related to approved budget items.
- Chairman Spady noted that the City Clerk and he had an email exchange recommending adding the Chairman as an authorized signer.
- Motion to approve the Chamber Director and Chairman as authorized signatories with online access made by Brander, seconded by Powers. Motion passed, all voting aye (4–0).

Consideration of 2026 Budget

- Discussion and review of the projected 2026 budget, including comparison with prior years' room tax revenues.

Update on Discover Wisconsin

- The episode will be shown to the public at the Mineral Point Opera House on April 9 at 5:30 PM.
- Opera House Charge: The Commission reviewed the contract provided by the Mineral Point Opera House.

Update on 2026 Content Creators

- Wisconsin Cheese Please will visit Mineral Point in May 2026.
- The Commission discussed additional possible content creators for late 2025 and more in 2026.

Update on Social Media Advertising

- Bennett updated the Commission on the results of the social media campaign.
- Brander reviewed zip code data and discussed comparing year-over-year trends using Pendarvis data.

Future Agenda Items

- Q1 Media
- Township Room Tax

Next Meeting

- Thursday, December 11th at 9:00 AM

ADJOURNMENT

- Motion by Spady, second by Cisler, to adjourn at 10:05 AM. Motion carried (4–0).

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[illegible]