



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

Tuesday, February 24, 2026 | 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 December 11, 2025 minutes
3. Approval of Treasurer's Report
4. Update on Discover Wisconsin
5. Update on Content Creators
6. Township Room Tax Advocacy
7. New Keyword Contributions for Q1 Media
8. Future agenda items
9. Establish next meeting
10. Adjournment

Agenda Posted and Distributed: Friday, January 2, 2026

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, December 11, 2025
Chamber of Commerce Office

Call to Order/Roll Call

The meeting was called to order by Chairman John Spady at 9:11 AM.

- **Present:** Commissioners Spady, Cisler, Powers, Brander

- **Also Present:** Chamber Executive Director Cory Bennett

- **Absent/Excused:** Burrows, Zupke

Approval of November 13, 2025 Minutes

- Motion (Brander/Cisler) to approve minutes

- Motion passed, all voting aye (4–0)

Approval of Treasurer's Report

- Motion (Cisler/Powers)

Discussion with a Q1 Media Representative

- Presentation with representative via Zoom with Erin Fenley

- Covered area of discussion
 1. Package pricing and projected reach
 2. Target markets
 3. Keywords

Discussion and Approval of Contract with the Mineral Point Chamber of Commerce

- Discussion and approval to update the contract to reflect the increased amount paid to the Mineral Point Chamber of Commerce to \$4,000/quarter

Discussion on Content Creators

- Commission discussed hiring one more content creator in 2025 under the digital media line in current budget
- Will visit in January 2026

Township Room Tax

- Tabled for future date

Budget Review and Approval

- Commission discussed and approved the proposed 2026 budget
- Motion (Brander/Powers)
- Motion passed, all voting aye (4–0)

Future Agenda Items

- Keywords to be added to Q1 Media Campaign
- Township Room Tax advocacy

Establish Next Meeting

- Tuesday, February 24 at 9:00 AM

Adjournment

- Motion by Chairman Spady with no objections

Tourism Commission - Cash Flow Statement

10/1/2025 - 12/31/2025

CHECKING	
Beginning Balance	\$21,891.52
Check# DISBURSEMENTS:	
3133 USPS	\$215.00
3134 WPR	650
3135 Lamar	650
3136 MP Chamber	799.95
3137 Quality Inn	237.25
3138 WI Public Radio	650
3139 MP Chamber	3,500.00
3140 MP Chamber of Commerce	299.45
3142 Parks and Planes LLC	860
3143 Discover Mediaworks, Inc.	18,000.00
Total Disbursements	\$25,861.65
RECEIPTS:	
10/31/2025 Interest	\$12.87
11/7/2025 Deposit - 3rd Qtr 2025	19,608.96
11/28/2025 Interest	19.69
12/31/2025 Interest	19.64
Total Receipts	\$19,661.16
Account Ending Balance	\$15,691.03
Payments Outstanding	
3141 Mineral Point Opera House	\$110.78

Tourism Commission - Balance Sheet

1/1/2025 - 12/31/2025

Revenues	Total Funds	Budget 2025	Over/(Under)
Room Tax Net	\$57,007.93	\$58,100	\$57,007.93
Interest	207.85	\$200	207.85
Total	\$57,215.78	\$58,300	\$57,007.93
Expenses			
Print	\$18,878.00	\$20,100.00	-\$1,222.00
Radio	4,075.00	4,000.00	75
Digital Marketir	5,582.34	10,600.00	-5,017.66
Misc	1,697.30	1,900.00	-202.7
Postage	2,745.12	2,400.00	345.12
Grants	4,500.00	6,000.00	-1,500.00
Chamber of Cc	14,000.00	14,000.00	-
Discover WI	18,000.00	16,000.00	2,000.00
Total	\$69,477.76	\$75,000.00	-\$5,522.24