



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, September 14, 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 May 19, 2026 minutes
3. Approval of Treasurer's Report
4. Discover Wisconsin Update
5. Advertising Updates
6. Q1 Media Update
7. Content Creators Update
8. 2027 Mineral Point Bicentennial Celebration
9. Future agenda items
10. Establish next meeting
11. Adjournment

Agenda Posted and Distributed: Thursday, September 10, 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 Tuesday, May 19, 2026 Chamber of Commerce Office, 114 High St. Mineral Point, WI

CALL TO ORDER/ROLL CALL

The meeting was called to order by Chair Spady at 9:03 AM.

John Spady, Chair	Present	Bethany Brander	Present
Laura Cisler	Present	Lauren Powers	Present
Mike Zupke	Present	Keith Burrows	Absent
Others Present: Cory Bennett, Mineral Point Chamber of Commerce Executive Director			

APPROVAL OF FEBRUARY 24, 2026 MINUTES

Motion (Brander/Cisler) to approve the minutes. Motion carried, all voting aye.

APPROVAL OF THE TREASURER'S REPORT

Zupke questioned whether the Commission was expecting additional revenue. Spady explained that the Commission has a projected budget of approximately \$60,000-\$65,000. Bennett explained that only fourth quarter deposits had been received at the time of the report.

Motion (Powers/Brander) to approve Treasurer's Report. Motion carried, all voting aye.

DISCOVER WISCONSIN FEEDBACK

Spady discussed YouTube views compared to the 2018 Discover Wisconsin episode.

Cisler asked where else the episode could be viewed. Bennett stated the episode is embedded on the Mineral Point website and encouraged businesses and organizations to do the same.

Cisler asked whether any reports had been received from Discover Wisconsin regarding the episode and requested Bennett follow up for additional information.

ADVERTISING UPDATES

Bennett shared advertising updates from APT, Midwest Living, and Hidden Valleys.

Bennett also shared an email from an individual who saw Mineral Point featured from a content creator and is interested in visiting Mineral Point.

Bennett shared information regarding submitted grant applications and presented a 2015-2025 room tax graph. Bennett noted that fourth quarter room tax collections increased from approximately \$10,000 to \$16,000 in the last year.

Cisler advised the Commission to consider inflation and the changing value of the dollar when reviewing room tax numbers.

The lodging Commissioner discussed dynamic pricing versus inflationary rate increases within Mineral Point lodging properties.

Bennett explained a grant application that had been submitted and asked the Commission whether simply being open on a holiday qualifies as an “event.” It was noted that the application also included a separate planned event that qualified for funding. The Commission agreed that being open on a holiday alone does not qualify as an event.

CONTENT CREATORS UPDATE

Bennett shared information regarding rates from Midwest Guide content creator opportunities.

The Commission discussed the benefits and drawbacks of working with content creators, with cost identified as the overriding factor. The Commission also discussed the importance of working with creators who have diverse audiences and followings.

Spady made a motion to table discussions with Midwest Guide and instead begin discussions with Midwest Munchers. Zupke seconded the motion. Motion carried.

Bennett will reach out to Midwest Munchers.

2027 MINERAL POINT BICENTENNIAL CELEBRATION

Spady stated he had contacted state authorities to determine whether room tax funds could legally be used toward Bicentennial-related events and initiatives. He will update the Commission when additional information is received.

FUTURE AGENDA ITEMS

- Bicentennial
- Content Creators

Bennett noted she forgot to bring up Q1 Media advertising regarding the campaign. The Commission discussed Q1 Media and whether Q1 should promote the Discover Wisconsin episode. Spady stated he would like to see the episode promoted, while Bennett shared that Q1 did not feel the Discover Wisconsin episode should be part of the campaign focus.

The Commission also discussed events and initiatives they would like Q1 Media to help promote, including potential “250th Historic Visits” branded ideas.

ESTABLISH NEXT MEETING

The next meeting was established for September 14, 2026 at 9:00 AM.

ADJOURNMENT

Chair Spady adjourned the meeting with no objections at 10:14 AM.

Tourism Commission - Balance Sheet

1/1/2026 - 6/30/2026

Revenues	Total Funds	Budget 2026	Over/(Under)
Room Tax Net	\$ 33,332.25	\$ 58,900.00	\$ (25,567.75)
Interest	\$ 89.28	\$ 200.00	\$ (110.72)
Total	\$ 33,421.53	\$ 59,100.00	\$ (25,678.47)

Expenses	Total Funds	Budget 2026	Over/(Under)
Print	\$ 10,740.00	\$ 11,150.00	\$ (410.00)
Digital Marketing	\$ 2,482.76	\$ 21,100.00	\$ (18,617.24)
Misc	\$ 131.28	\$ 2,000.00	\$ (1,868.72)
Postage	\$ 1,643.09	\$ 2,650.00	\$ (1,006.91)
Grants	\$ 4,500.00	\$ 6,500.00	\$ (2,000.00)
Chamber of Commerce Service Fee	\$ 8,000.00	\$ 16,000.00	\$ (8,000.00)
Total	\$ 27,497.13	\$ 59,400.00	\$ (31,902.87)

Tourism Commission - Cash Flow Statement

4/1/2026 - 6/30/2026

		CHECKING
Beginning Balance		\$ 24,948.04
Check#	DISBURSEMENTS:	
3151	MP Railroad Museum	\$ 500.00
3152	Iowa County Fair	\$ 500.00
3153	SW WI Cornish Society	\$ 500.00
3154	Gallery Night	\$ 500.00
3155	Fall Art Tour	\$ 500.00
3156	MP Gospel Fest	\$ 500.00
3157	Driftless Film Fest	\$ 500.00
3158	Shake Rag Alley	\$ 500.00
3159	MP Chamber - 1st Quarter Payment	\$ 4,000.00
3160	MP Chamber - Social Media Boost Reimbursement	\$ 44.24
3161	Lion & Porcupine	\$ 356.50
3162	Chamber Candle Light Grant	\$ 500.00
3163	Wisconsin Cheese Please	\$ 1,724.82
3164	Midwest Living	\$ 6,292.00
3165	MP Chamber - Qtr 2 Payment	\$ 4,000.00
	Farmers Savings Bank - Check Charge	\$ 20.50
	Total Disbursements	\$ 20,938.06
		RECEIPTS:
4/30/2026	Interest	\$ 15.87
5/14/2026	Deposit	\$ 16,534.86
5/29/2026	Interest	\$ 15.45
6/30/2026	Interest	\$ 14.27
	Total Receipts	\$ 16,580.45
Account Ending Balance		\$ 20,590.43