

Vienna Tourism Commission Minutes  
Wednesday, September 17, 2025 at 1:00pm  
Vienna Town Hall

- I. **Call to Order:** Kathy Clark called the meeting to order at 1:12pm. Members present: Kathy Clark, Heike Compe, Jenny Olesen (belated arrival by phone), Amanda Nickel -Administrator. Karl Anderson was excused.
- II. **Approval of Minutes:** Motion by Compe. to approve August minutes. seconded by Clark. All in favor. Motion carried.
- III. **Approval of Financials:** Motion by Clark to approve August financials. seconded by Nickel. All in favor. Motion carried.
- IV. **New Business:**
  - A. Ehlenbachs Request for Sissy Improvement Funds: Motion by Olesen to approve \$6,000 for physical improvements with another \$4,000 available with approved marketing plan, either their own marketing or potential use of our Madison Media marketing. Seconded by Compe. All in favor. Motion carried.
  - B. Vienna Tourism Window Clings: Conversation about necessity of window clings. Tabled until October meeting.
  - C. Discussion on Fall/Winter Events and Marketing: Discussing timely, streaming options with Katelyn at next monthly campaign meeting. Also, focus on website updating before the end of year.
  - D. 2026 Draft Budget Review: Tabled until October meeting.
  - E. Date/Time of future meetings - Second Wednesday @1pm: Time and day works for everyone. Next meeting will be October 8 @ 1pm.
- V. **Old Business**
  - A. Discover Wisconsin 2026 Episode - J Henry long table event filmed. Plans to film at Ehlenbachs (Sissy), Branch & Daughter, Pinkie, Green Acres pet resort. Focus on pet friendly accommodations.
  - B. Madison Media Update: No Updates. Working on better direction for Madison Media and updating the website. Amanda to reach out to Josh Meyers, the web master.
  - C. Town of Vienna Updates: Comprehensive plan public hearing on 9/29/25.
  - D. Chamber of Commerce Updates: Interviews in process. Windsorfest is coming up on 9/27/25. Leadership series with Madison College scheduled, as well as, AI training.
- VI. **Any other business to come before the Vienna Tourism Commission:** None
- VII. **Adjourn:** Motion to adjourn by Clark to end meeting at 2pm, second by Compe. Motion carried.

