

Vienna Tourism Commission Minutes
Tuesday, March 18, 2025, at 3:00pm
Meeting held at Town of Vienna

- I. Call to Order: Karl Anderson called the meeting to order at 3:00pm. Members present: Jenny Olesen, Heike Compe, Theresa Stanford, and Kathy Clark.

Approval minutes: Motion by Olesen, to approve February minutes, seconded by Compe. All in favor. Motion carried.
- II. Approval of financials: Motion by Compe to approve January financials, seconded by Stanford. All in favor. Motion carried.
- III. New Business:
 - A. Discover Wisconsin 2025 Episode – April presentation by Lisa Meier at the April Meeting. Invite Windsor and Deforest to cover the full area for an episode. Compe will talk with both and confirm attendance.
 - B. Admin Position for VTC-Add to May agenda for discussion and preparation of position
 - C. Destination Madison Dues: Motion by Olesen, to reimburse this year and exclude 2026, second by Clark. All in favor. Motion carried.
 - D. 2025 GMCVB Membership: Already approved
 - E. Land End Purchases: Each member receives \$100 on clothing once the new logo is created and ready to go
- IV. Old Business:
 - A. Billboard Sign Rental: Okay to continue with new rent agreement.
 - B. Madison Media Updates: Currently working on new logo design and marketing strategy
 - C. Town of Vienna Updates: 2025 Comprehensive Plan for the town has been completed.
 - D. Chamber of Commerce Updates: Community Expo will be held April 9th and work will begin on Golf Outing scheduled in June. Community guide is completed for 2025.
- V. Any other business to come before the Vienna Tourism Commission: None
- VI. Adjourn: Motion to adjourn by Clark to end meeting at 3:55pm, second by Compe.