

Vienna Tourism Commission Minutes
Wednesday, November 12, 2025 at 9:00am
Vienna Town Hall

- I. **Call to Order:** Karl Anderson called the meeting to order at 9:00am. Members present: Kathy Clark, Heike Compe, Jenny Olesen. New member Dawn Steeter.
- II. **Approval of Minutes:** Motion by Oleson to approve October minutes, seconded by Streeter. All in favor. Motion carried.
- III. **Approval of Financials:** Motion by Clark to approve October financials, seconded by Compe. All in favor. Motion carried.
- IV. **New Business:**
 - A. New Members/Attendees Invites: Motion by Clark to appoint Dawn Streeter, seconded by Compe. All in favor. Motion carried.
 - B. New Funding Request Form (trial stages): Adding updated pictures and working to add fillable form to website.
 - C. Guerrilla Marketing Tactics: Consider activities like Travel Tuesday, etc.
 - D. Luggage Tags: Proposal to purchase 1000 luggage tags. Motion by Clark to purchase 500 black luggage tags and 500 pink luggage tags, seconded by Compe. All in favor. Motion Carried
- V. **Old Business**
 - A. Circle Wisconsin: January Conference to build on how to maximize Circle Wisconsin membership. Membership goes live in January.
 - B. Website Updates: Continually updating the website to make it more current and user friendly.
 - C. Madison Media Update: New Thanksgiving campaign has begun. Typical trends for marketing efforts. Proposal for upcoming year to be coming. Consideration of influencers.
 - D. Town of Vienna Updates: Data Center
 - E. Chamber of Commerce Updates: New Director, Luke Justman, hired.
- VI. **Any other business to come before the Vienna Tourism Commission:** Consideration to reimburse Hotels for annual WHLA membership. Motion by Clark to approve, seconded by Compe. Motion carried.
- VII. **Adjourn:** Motion to adjourn by Clark to end meeting at 10:03 am, second by Compe. Motion carried.