

Vienna Tourism Commission Minutes
Wednesday, December 10, 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, Luke Justman.
- II. **Approval of Minutes:** Motion by Oleson to approve November minutes, seconded by Clark. All in favor. Motion carried.
- III. **Approval of Financials:** Motion by Clark to approve November financials, seconded by Compe. All in favor. Motion carried.
- IV. **New Business:**
 - A. Congratulations Heike, Welcome Luke: Heike retiring and Luke stepping into the role. New projects on the horizon
 - B. Exploring Marketing Options: continuing to focus on dog friendly properties/experiences
 - C. Billboard Update: Speaking with Signmaster about flatboard/vinyl. Awaiting art assets from Ehlenbachs
 - D. Luggage Tags: Luggage tags in production
- V. **Old Business**
 - A. Website update: Making updates and changes as becoming aware. Added snow report widget provided by Travel Wisconsin
 - B. Madison Media Update: Running winter skiing campaign. Have added an inclement weather campaign to be run, as needed.
 - C. Town of Vienna Update
 - D. Chamber of Commerce Updates: Justman spoke of creation of a procurement hub. Focus on 'educate, promote, advocate'. Focusing on networking and interest in future collaboration.
- VI. **Any other business to come before the Vienna Tourism Commission:**
- VII. **Adjourn:** Motion to adjourn by Clark to end meeting at 9:48 am, second by Compe. Motion carried.