

## **FEBRUARY 25, 2020 TOURISM COMMISSION MINUTES CITY OF EDGERTON**

Mark Wellnitz called the meeting to order at 6:00 p.m. Committee members present were Kim Olson and Mark Wellnitz. Andy Walton was excused. Also present were Mayor Chris Lund, City Administrator Flanigan, James Kapellen, David Esau, Sagar Batel, Teresa Johnson and a few citizens.

Flanigan confirmed the meeting agendas were properly posted on Friday, February 22, 2020 at the Post Office, Edgerton Library and City Hall.

**MINUTES:** A Wellnitz/Olson motion to approve the minutes passed, all voted in favor.

**SELECTION OF AT LARGE COMMISSION MEMBERS:** An Olson/Wellnitz motion to appoint Teresa Johnson of Coachmans Inn and Sagar Batel of the Quality Inn as members at large passed, all voted in favor.

**ELECT OFFICERS:** An Olson/Johnson motion to nominate Mark Wellnitz as the Commission Chair passed, all voted in favor. A Wellnitz/Olson motion to nominate Teresa Johnson Vice Chair passed, all voted in favor. A Wellnitz/Johnson motion to nominate Kim Olson Secretary passed, all voted in favor.

**DISCUSS ACCOUNTING AND FUNDING FOR COMMISSION ACTIVITIES:** Flanigan reported the City of Edgerton has agreed to provide administrative support and the Town of Fulton will provide accounting services for the Commission.

**DISCUSS THE SELECTION PROCESS FOR THE TOURISM ENTITY:** Jim Kapellen offered to invite a staff member from the Janesville Area Convention & Visitors Bureau to attend a future meeting in an effort to learn how a larger organization utilizes its room tax funding. The Commission debated alternatives for utilizing Commission funds. One alternative is for the Commission to make decisions and spend the advertising funds directly with media outlets. Another alternative is for the Commission to hire a tourism entity that would develop a marketing campaign and make the advertising decision on behalf of the Commission.

**SET NEXT MEETING DATE, LOCATION, AND FUTURE AGENDA ITEMS:** The Committee would like to have one consistent location for meetings. The next meeting is set for March 31, 2020 at 6:00 pm at Edgerton City Hall. [Due to COVID19 no meeting was held.]

Ramona Flanigan, City Administrator  
City of Edgerton