

CITY OF GILLETT

**TOURISM & MARKETING COMMISSION MEETING**

**Council Chambers – Municipal Building 150 N. McKenzie Ave – Gillett, WI 54124**

**TUESDAY, AUGUST 10, 2021 AT 4:00 PM**

**MINUTES**

**Meeting called to order by Chairperson Katie Daul at 4:01 p.m.**

**Roll Call - Present:** Irene Drake, Jerry Luther, Wendy Vorphal, Debbie Rudie, Josh McCarthy, Katie Daul (Chair). **Absent:** Gary Spaulding

Chairperson informed the commission that the Open Meeting Law has been complied with.

**PUBLIC INPUT - None.**

1. **Discussion and possible action on July 19, 2021 Minutes.** No action from the July 19, 2021, minutes. Motion made by Drake and seconded by Vorpahl to approve the July 19, 2021, minutes. Motion carried.
2. **Secretary's Report** was filed as presented.
3. **Financial Report** from August 4, 2021, was shared. Rudie questioned a transfer of \$3,000 from the General Fund under Miscellaneous Revenues. Daul will follow up with the City Clerk.
4. **Discussion and Possible Action on New Business.** Commission reviewed prepared packet and discussed ways to support local organizations and collaborate with Gillett Business Association (GBA). The Commission completed a SWOT analysis to determine priorities and financial needs. Luther and Drake to follow up on grant opportunities. Daul to meet with GBA President to discuss restructuring to a Chamber of Commerce. Drake to follow up with Gillett Public Library to take ownership of Little Libraries. Commission to share new marketing campaigns to include website updates, social media accounts, and updated logo and tagline.
5. **Discussion and Possible Action on 2022 Budget.** Tabled until next meeting.
6. **Set Next Meeting Date.** The next meeting will be September 1, 2021, at 5:00 p.m.
7. **Adjourn.** Motion to adjourn made by Drake and seconded by Luther at 5:30 p.m. Motion carried.