

CITY OF GILLETT

TOURISM & MARKETING COMMISSION MEETING

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

TUESDAY, NOVEMBER 16, 2021 AT 4:30 PM

MINUTES

Meeting called to order by Chairperson Katie Daul at 4:32 p.m.

Roll Call - Present: Keri Hicks, Wendy Vorphal, Josh McCarthy, Tonia Kruschke, Katie Daul (Chair).
Absent: Gary Spaulding, Debbie Rudie. Public: Pastor Chris Byars

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

PUBLIC INPUT - None.

A motion was made to move agenda item 4B to agenda item 1. Motion made by Hicks, seconded by Vorpahl. Motion carried.

1. National Day of Prayer - Pastor Byars shared information regarding a possible National Day of Prayer event at Zippel Park. Mayor McCarthy reminded Pastor Byars to apply for the appropriate permits prior to the event.
2. **Secretary's Report** was reviewed.
3. **Financial Report** was reviewed. Current bills for ATV map and Discovery Guide have been paid. Based on the possible increase in budget funding to \$10,000, a motion was made by Hicks to amend the budget for 2022: ATV Maps \$1000, Fireworks \$1000, Discovery Guide \$2500, Signage \$0 (or eliminate line item if possible), Advertising \$3000, Promotions \$2500. The motion was seconded by Kruschke. Roll call vote all ayes. Motion carried.
4. **Discussion and Possible Action on Follow Up Items.**
 - a. Grants - Grant information was shared. Gregg Sekela and Pete Vorpahl to assist with grant writing.
 - b. GBA Restructure - Daul presented to membership in October, with final voting to be done at November meeting. GBA Interim President Pete Vorpahl will reach out to Daul on outcome of vote.
 - c. Marketing Campaigns - "A City for All Seasons" was agreed upon for the new tagline. Request for vote from council will be brought to December council meeting. Commission to determine what items to include with drone footage. Vorpahl to check with owner of Primal Meats to install signage at Cty Rd R & VV. Hicks and Kruschke to begin planning of pickleball events (league, tournaments, how-tos).
 - d. Little Libraries - Library Board is not interested in maintaining; Kruschke to check with Friends of the Library group.
 - e. CDA Priorities - Kruschke and Daul to invite Mary Smith of Suring FFA to next meeting to discuss community garden. CDA is open to a franchise per the suggestion of the OCEDC Executive Director. The former nursing home is not of interest to the city.

- f. Motion made by Vorpahl and seconded by Kruschke to apply for Bird City designation. Motion carried unanimously. McCarthy to complete application.
- 2. **Discussion and Possible Action on Next Priorities**
 - a. Alignment with “Healthy Oconto County” - HOLD for next meeting.
- 3. **Set Next Meeting Date.** The next meeting will be January 22, 2022.
- 4. **Adjourn.** Motion to adjourn made by Kruschke and seconded by Hicks at 6:21 p.m. Motion carried.