

CITY OF GILLETT

TOURISM & MARKETING COMMISSION MEETING

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

MONDAY, MARCH 28, 2022 AT 4:15 PM

MINUTES

Meeting called to order by Chairperson Katie Daul at 4:15 p.m.

Roll Call - Present: Keri Hicks, Wendy Vorpahl, Tonia Kruschke, Katie Daul (Chair), Mayor Josh McCarthy. Absent: Gary Spaulding, Debbie Rudie. Public: None.

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

PUBLIC INPUT - Vorpahl submitted her resignation, effective immediately, from the Commission and excused herself from the meeting.

1. **Secretary's Report** Minutes from March 8, 2022, and March 21, 2022, were sent electronically and accepted as presented.
2. **Financial Report** was reviewed. An invoice was paid out without prior approval from Commission. After review of the invoice, Hicks made a motion to approve payment of \$100 for 2 years for the 2022-2024 Oconto County Snowmobile Map ad to Oconto County Snowmobile Alliance; Kruschke seconded. Motion carried. Daul to check with Alliance to use new logo. An invoice from OCEDC was reviewed for 2022 Joint Marketing Contribution. Motion was made by Hicks to approve payment of \$2,000 to OCEDC; seconded by Kruschke. Motion carried.
3. **Discussion and Possible Action on Follow Up Items.**
 - a. **Flea Market** - A list of potential vendors was shared. Discussion ensued around lack of time to plan and moving to a fall weekend event. Commission to brainstorm plans for fall event and bring to next meeting.
 - b. **Community Garden** - Discussion ensued on viability and concerns around costs and deterring animals. Idea to plan a Garden Walk in mid-summer; discussion ensued on possible participants, marketing, and after-walk gathering to include gathering feedback on Community Garden for 2023. Hicks/Kruschke/Daul to reach out to possible participants. Hicks to create Save-the-Date.
 - c. **GBA Restructure Updates** - GBA is requesting specific messaging to current members, potential members, and the public. Daul to create messaging and share with GBA.
 - d. **Marketing Campaigns** - Daul shared that Vorpahl brought the request to install an electronic messaging sign at either City Hall or at Zippel Park in collaboration with Chamber, Fair Board, and City to Fair Board meeting; Fair Board tabled decision. Daul to follow up with all parties. Drone footage ideas requested; highlighting nature and events. Hicks to test drone and begin using. Rebranding (upon approval) of city signs on outskirts of city limits; Daul to check with R. Anderson. McCarthy to check with OCEDC on signage at Cty Rd R & VV. Rebranding of some material may need to wait until next fiscal year as funding was not set aside for changes.
 - e. **Little Libraries** - Friends of the Library will take over ownership.

- f. **CDA Priorities** - McCarthy shared information from CDA meeting held March 21, 2022, regarding new TID area.
 - g. **Bird City** - McCarthy to meet with OCEDC in upcoming weeks.
 - h. **Pickleball** - Hicks shared dates of Pickleball Fun Nights - Tuesdays from 5:30-7:30 p.m. starting May 24, 2022. McCarthy to check with R. Anderson on completing fencing around court and clean-up of court surface. Hicks to create flyer.
4. **Discussion and Possible Action on Next Priorities.** Shift of plans from community garden to Garden Walk event; no other new priorities at this time. Continue to work on agenda items as listed above.
5. **Set Next Meeting Date.** The next meetings will be April 4, 2022, at 4:00 p.m. and April 19, 2022, at 4:15 p.m. at City Hall.
6. **Adjourn.** Seeing as there were no other agenda items, meeting was adjourned at 6:30 p.m.