

CITY OF GILLETT
TOURISM AND MARKETING
Council Chambers – Municipal Building
150 N McKenzie Ave – Gillett, WI 54124

THURSDAY, JANUARY 8, 2026 AT 5:00 PM
MINUTES

Chairperson Luther called the meeting to order at 5:00 pm.

Roll Call

Open Meeting Law has been complied with

Present: Alderpersons Jerry Luther and Nanette Mohr. Public Members Marie Blaser and Chris Byars.
Alderpersons Ashley VanStraten, Keri Hicks, Matt Young, and David Bunker, Clerk
Treasurer Chelsea Anderson. TEDCOR Jayme Sellen. Excused Mayor Blaskowski,
Lorenzo Diaz, and Deanna Smith.

Public Input: None

1. Discussion and Possible action on minutes from August 7 and October 2, 2025
MOTION: Blaser/Mohr
Motion to approve the minutes from August 7 and October 2, 2025.
Voice Vote: All Voting Aye – **MOTION CARRIED**
2. Discussion and Possible action on future plans for our community and room tax advertising- currently the city has our own room tax program. Oconto has a room tax commission of many towns and the county does the advertising and helps promote.
MOTION: Byars/Blaser
Motion to approve the Tourism Entity Agreement with TEDCOR, to send to Council.
Voice Vote: All Voting Aye – **MOTION CARRIED**
3. Discussion and Possible action on trademark for ATV Capital of the World
MOTION: Byars/Mohr
Motion to approve purchasing the trademark of the ATV Capital of the World for 10 years.
Voice Vote: All Voting Aye – **MOTION CARRIED**
4. Set Next Meeting Date- February 4, 2026 at 5:00 PM
5. Adjournment at 5:45 PM
MOTION: Mohr/Byars
Motion to adjourn.
Voice Vote: All Voting Aye – **MOTION CARRIED**

Respectfully Submitted by
Clerk Treasurer Chelsea Anderson