

## Grant County Tourism Council

### Minutes – June 28, 2011

We met at Stonefield Historic Site, Cassville, Wisconsin. There were twelve members present including Eleanor Mumm and Cindy Ploessl, Cassville Tourism; Marge Sherwin, Lancaster; Lou Vosberg, Livingston; Allen Schroeder, Stonefield; Angie Day and Abby Jensen, Lancaster Chamber; Bob Schink, Cuba City; Connie Neal, Fennimore Doll & Toy Museum; Linda Parrish, Fennimore; Marilyn Hauth, Potosi-Tennyson Chamber; and Brian Stuart, Shopping News.

President Connie Neal opened the meeting. Agenda was approved with additions. Marge made a motion to approve the minutes of the last meeting, seconded by Bob, motion carried. After discussion, the secretary was advised to post the minutes online, as soon as they are written up, so that all members will be aware of what has transpired at the meetings. Treasurer, Marge Sherwin gave the financial report. Bob made a motion to accept the report as reported, seconded by Angie, motion carried.

Old business:

**Cookbook:** Marge reported that Morris Cookbook Company had cashed the check, so the cookbook is now being published. Platteville Chamber has offered to take care of distribution and money handling. An order form needs to be put on the website for this. We will be set up with Queen B Radio at the Grant County Fair, to sell cookbooks. We will not have to charge sales tax on the cookbooks.

**2012 Dairy Breakfast:** Marilyn reported she had talked with Kevin Wilder, about doing caricatures at the 2012 Dairy Breakfast for us. He charges \$60 per hour, and can do 8 to 10 per hour. We could charge per caricatures, to help re-coup the charges. Bob made a motion to hire Kevin Wilder for three hours to draw caricatures for us, for the 2012 Dairy Breakfast, seconded by Linda, motion passed.

**Travel Planner:** Marilyn reported that new photos need to be turned in before September 7, 2011, also that the 2012 calendar of events is due by September 30, 2011. Please refer to the May 24, 2011 minutes for the complete timeline. Marilyn also urged every community to review the 2011 Travel Planner for corrections and additions of the content, so that the 2012 planner will be correct and up to date. Report any of the above to the committee as soon as possible. It was also noted the every member should keep at least two boxes of planners in their vehicles for distribution at all times. We never know when a business will need to have a fresh supply.

**Website:** Connie reported she has some new pictures and some have been pulled to put into the files so we can use them. The website needs to be updated and freshened.

**Photo Contest:** This year the photo contest will be open only to 4H members. Connie is working with Kathy McPhail on this. Prizes of \$100 for First place, \$75 for Second place and \$50 for Third place, will be available. A committee consisting of Angie Day, chairman; Lou

Vosberg and Marilyn Hauth were appointed to judge the pictures on Friday, August 19, 2011, at the Fair, early evening. The Grant County Fair runs from August 14 through 21.

**Map Committee:** Bob reported that the committee had met and had decided on a new background color for the map, a different outline of cities, gravel roads designated, Hwy 151 and the Great River Road highlighted, corrections and additions made. The map is funded by a grant with GCEDC. 5,000 will be printed. Once the map is approved, it will take two weeks to print it. Brian showed a mock-up of the new map. The members looked it over for corrections and additions. The committee will meet again on July 7, at 1:30, at Shopping News.

**GCEDC Meeting:** Angie reported there were 35 to 40 who attended the meeting. The tour of Millprint was very nice. The next meeting will be in the Montfort/Livingston area, on July 27. They will eat at Castle Rock.

**102 Things to do in Grant County Wisconsin:** Marge Sherwin was appointed chairman of the committee. Kathy Kopp has an intern who can help us on this project. Marge has a list of things that can be included so that all communities in the county can be included in the book. Committee members are listed in the May 24, 2011 minutes.

**Patrick Reinsma Report:** Linda Parrish reported that Patrick had contacted her with information on his district. Three members of the Wisconsin Tourism Council will be leaving and replaced. Their next meeting will be mid-September or early October, in Milwaukee. Patrick urged us to enter photos in the contest "Fun in Wisconsin". Wisconsin is on line to receive over \$12 million of new coverage on Wisconsin.

**Allen Schroeder:** Allen urged us to stop at the museum store and see the changes made there. Most of the buildings in Stonefield have been re-sided and painted, and all are now handicap accessible. He also reported that the museum store at Pendarvis has been moved, and that besides guided tours, they now have self-guided tours there.

**Appreciation Surprise:** A basket of Grant County Goodies was presented to Eleanor Mumm, on her retirement from Tourism. Eleanor's contributions to Grant County Tourism Council were greatly appreciated, and we wish her all the best in her endeavors.

Motion to adjourn was made by Bob, seconded by Angie, motion carried. A potluck lunch, including a special cake honoring Eleanor, was enjoyed by all.

Next meeting will be at 720 – 4<sup>th</sup> St., Bloomington, WI, on July 26, 2011, at 10 am.

Respectfully submitted,

Marilyn Hauth, Secretary