

MINUTES

West Baraboo Economic Development/Tourism Commission

April 18, 2016

The meeting was called to order 3:45PM and noted compliance with the open meeting law. In the absence of the Chairman and Vice Chairman it moved by Doug Hill, second by Don Larson to have Dave Dahlke preside over the meeting. Motion Carried.

Members Present: Don Larson, Andi Mueller, Doug Hill, Dave Dahlke
Member Absent: Horenberger, Gary Kowalke

Others present: Bob DeMars, Atty. Mark Steichen, Kathy Goerks, Holly Fenske

Moved by Don Larson, second by Doug Hill to adopt the Agenda as posted. Motion Carried.

Moved by Don Larson, second by Andi Mueller to approve the minutes of the March meeting. Motion carried.

OLD BUSINESS

Attorney Steichen presented the Commission draft of the 2016 Room Tax Agreement with changes that the Chamber's attorney proposed. The Commission discussed having a voting member on the Chamber Board, leaving in reporting expenditures of \$1,000 or greater, the agreement for 2 years, and under Application of Proceeds change the distribution to a two year period. Moved by Doug Hill, second by Don Larson to authorize Attorney Steichen to make changes to the draft Agreement as follows under: 2. Required reports shall be no later than 45 days after 31 December of each year; 2.(A) shall identify expenditures of at least \$1000; 3. The agreement be a 2 years and the applications of proceeds of room tax shall be specified for the 2 year agreement and send the changed agreement to the Chamber's attorney. Motion carried.

NEW BUSINESS

The Commission the discussed what they felt were good goals for this Commission. **Moved by Andi Mueller, second by Doug Hill to set their goals as "to promote vibrant economic development opportunities and increased tourism to share the beautiful Baraboo area. The Commission will provide a mechanism, platform and conduit for open communication, working towards a unified cooperation between the Chamber of Commerce, Village, City and surrounding municipalities to maximize our effort on economic development, tourism and to brand the Baraboo area as a destination for all people to enjoy." Motion carried.**

Discussion ensued regarding the Baraboo 4 Lane Highway committee. It was suggested that that committee should discuss with DOT the positioning of signs along the 4 lane highway. Also, asking for signs with our businesses recognized on exit signs. With Commission members noting that the Village has hotels, McDonalds, Culvers, restaurants, and gas stations.

The Village newsletter was published just in time for the April Election Day and has had very positive feedback.

Dahlke noted that Holly Fenske has been working on a Facebook page for the Village and is working on a new website for the Village which will include and Economic tab show available property within the Village.

Dahlke, also, noted that the Westdayl Plaza (Sears) property has changed hands again. Dahlke thought that the new company seemed to be taking interest in the property.

Big Top Parade is set for July 23, 2016

The Commission will meet on the third Monday of each month. May's meeting will be the 16th of May, 2016 at 3:30PM.

Submitted by

Kathy Goerks, Clerk/Treasurer