

## MINUTES

**West Baraboo Economic Development/Tourism Commission**

**February 18, 2019**

Chairman Mark Horenberger called the meeting to order 3:32 PM and noted compliance with the open meeting law.

**Members Present:** Dave Dahlke, Mark Horenberger, Gary Kowalke, Mandy Ertz, Don Larson

**Members Absent:** Doug Hill

**Others Present:** Kaitlin Nye, Jim Carter (arrived at 3:53pm), Nicole Marklein (arrived at 3:59pm), Bobbie Boettcher (arrived at 4:00pm)

The Pledge of Allegiance was recited.

Moved by Larson, second by Ertz, to adopt the Agenda as posted. Motion Carried.

Moved by Larson, second by Dahlke, to approve the previous meeting minutes. Motion carried.

**CORRESPONDENCE:** Email from Trustee Jim Allen on Branding Initiative concerns.

### **NEW BUSINESS:**

- A. Moved by Dahlke, second by Kowalke to postpone item A on the agenda until Bobbie Boettcher arrives. Motion carried. This item was taken up at 4:00pm upon the arrival of Bobbie Boettcher. Bobbie Boettcher gave updates to the Commission on the Baraboo Area Chamber of Commerce.
- B. Moved by Dahlke, second by Ertz to approve financial contribution in the amount of \$10,000 from the room tax revenue account dedicated to tourism promotion and development for the Baraboo Area Chamber of Commerce's Branding Initiative Phase I implementation, but for the Village to be in control of distributing the funds. Motion carried.
- C. There was some discussion on the on consideration of a financial contribution for Discover Wisconsin's Premier Party. No action was taken.
- D. Dahlke informed the Commission on the updating of internal way finding signs within the Village.
- E. The Commission reviewed the 2018 Room Tax Summary.

### **OLD BUSINESS:**

- A. The Commission reviewed the updated entrance sign options for the Village.

**Moved by Larson, second by Dahlke, to adjourn at 4:38 PM. Motion carried.**

Submitted by  
Kaitlin Nye, Clerk/Treasurer