



TOURISM COMMISSION MEETING MINUTES

May 15, 2023 at 4:00 PM

Village Hall, Community Room 1

8811 Campus Drive, Mount Pleasant, WI 53406

Staff Present: Tourism Manager Cari Greving and Community Engagement Manager Lisa Olley.

A. CALL TO ORDER

Chairperson Richardson called the meeting to order at 4:00 PM.

B. ROLL CALL

Community Engagement Manager L. Olley performed roll call. Chairperson Richardson, Commissioner Oravetz, and Hotelier Patel were present. Trustee Clausen was excused.

C. MEETING MINUTES

1. Meeting of April 10, 2023

Motion by Commissioner Oravetz to approve the minutes of April 10, 2023. Motion seconded by Commissioner Venturini. On voice vote, motion carried.

D. OLD BUSINESS

1. None

E. NEW BUSINESS

1. Hotelier Report

Hotelier Patel reported things are slower right now compared to last year for this time of year. They have not yet seen the rush for construction season or for weddings. Tourism Manager C. Greving reported the Hotelier meeting was poorly attended, there has been a lot of turnover in the industry for local establishments.

2. Grant Application for Tourism Funds for Racine Zoo

This item was taken in closed session.

3. Grant Application for Tourism Funds from Franksville Craft Beer Garden

This item was taken in closed session.

4. Grant Application for Tourism Funds from Waterford Balloonfest

This item was taken in closed session.

F. STAFF REPORTS

1. Cari Greving, Tourism Manager

a. Mount Pleasant Momentum Bike Race

Tourism Manager C. Greving reported the new course is near Civic Campus and will have a lot of all-day road closures. The first race begins at 11:00 am and the last race is at 7:00 pm. She is currently working with Police and Fire Departments for street closure details and also securing food and beverage trucks. The volunteer sign-up sheet will be available tomorrow.

b. Real Racine Strategic Plan and Rebrand

This item was taken in closed session.

c. Next Scheduled Meeting is Monday, June 5, 2023

The Commission agreed to schedule the next meeting for June 5, 2023.

G. CLOSED SESSION

1. Discussion/possible motion to convene into closed session pursuant to Wis. Stat. 19.85(1)(e) to deliberate or negotiate the purchase of private properties, the investing of public funds or conducting other specified public business whenever competitive or bargaining reasons require a closed session specifically to deliberate on the applications submitted by Racine Zoo, Franksville Craft Beer Garden, and Waterford Balloonfest for tourism grant funds and the dissemination of Real Racine branding information.

Motion by Commissioner Oravetz to go into closed session at 4:18 pm. Motion seconded by Commissioner Venturini. On a voice vote, motion carried.

2. Motion to reconvene into open session and take any necessary action based on the subject matter discussed in closed session.

Motion by Commissioner Oravetz to go into open session at 4:49 pm. Motion seconded by Commissioner Venturini. On a voice vote, motion carried. Motion by Commissioner Oravetz to approve the Racine Zoo grant request in the amount of \$5,000.00. Motion seconded by Hotelier Patel. On a voice vote, motion carried. Motion by Commissioner Oravetz to approve the Franksville Craft Beer Garden grant request in the amount of \$5,000.00. Motion seconded by Hotelier Patel. On a voice vote, motion carried. Motion by Commissioner Venturini to approve the Waterford Balloonfest grant request in the amount of \$3,000.00. Motion seconded by Hotelier Patel. On a voice vote, motion carried.

H. ADJOURN

Motion by Commissioner Venturini to adjourn the meeting at 4:45 pm. Motion seconded by Commissioner Oravetz. On a voice vote, motion carried.