



## TOURISM COMMISSION MEETING MINUTES

August 7, 2023 at 4:00 PM  
Village Hall, Community Room 2  
8811 Campus Drive, Mount Pleasant, WI 53406

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

### A. CALL TO ORDER

Chairperson Richardson called the meeting to order at 4:01 PM.

### B. ROLL CALL

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

### C. MEETING MINUTES

#### 1. Meeting of July 10, 2023

Motion by Trustee Clausen to approve the minutes of July 10, 2023. Motion seconded by Commissioner Oravetz voice vote, motion carried.

### D. OLD BUSINESS

#### 1. None

### E. NEW BUSINESS

#### 1. Hotelier Report

Hotelier Patel reported business in the hotel industry continues to be busy. Hotel rates are higher than in previous years.

#### 2. Application for Tourism Grant Funds from Racine Zoo

This item was taken in closed session.

#### 3. Sponsorship at The Beachside Oasis at North Beach

This item was taken in closed session.

#### 4. Application for Tourism Grant Funds from YMCA

This item was taken in closed session.

### F. STAFF REPORTS

#### 1. Cari Greving, Tourism Manager

##### a. Summer Event Update

Tourism Manager C. Greving reported the Australian Rules Football event had 150 non-local attendees, Starving Artist Fair was very well attended, the parking was very difficult, Racine County Fair had record attendance numbers.

##### b. Tourism Commission Member Update

Trustee Clausen reported that she submitted her resignation from the Village Board. The Village Board will determine at an upcoming meeting if she will remain on the Tourism Commission as an appointed official.

##### c. Possible Visit Racine County Meeting Dates

Tourism Manager C. Greving reported she is reaching out to survey members which date is the best to meet in September.

##### d. Next Scheduled Meeting is Monday, September 11, 2023.

The Commission agreed to re-schedule the next meeting for October 2, 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 The Racine Zoo and the YMCA and the

**sponsorship of The Beachside Oasis and to disclose pertinent information about the Visit Racine County Strategic Plan effort.**

Motion by Trustee Clausen to go into closed session at 4:19 pm. Motion seconded by Commissioner Oravetz. 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 Trustee Clausen to go into open session at 4:59 pm. Motion seconded by Commissioner Oravetz. On a voice vote, motion carried. Motion by Commissioner Oravetz to approve the Racine Zoo grant request in the amount of \$3,000. Motion seconded by Trustee Clausen. On a voice vote, motion carried. Motion by Commissioner Oravetz to approve the sponsorship funding to The Beachside Oasis at North Beach in the amount of \$1,000 and the requirement that the Tourism Commission logo is displayed at their building. Motion seconded by Commissioner Venturini. On a voice vote, motion carried. Motion by Trustee Clausen to approve the YMCA grant request in the amount of \$1,000 and the requirement the Tourism Commission logo is displayed at their building. Motion seconded by Hotelier Patel. On a voice vote, motion carried. There was nothing to report for the Visit Racine County Strategic Plan.

**H. ADJOURN**

Motion by Commissioner Venturini to adjourn the meeting at 5:03 pm. Motion seconded by Trustee Clausen. On a voice vote, motion carried.