

**Rib Mountain Tourism Commission**  
**August 6, 2019**  
**Meeting Minutes**

Chairman Allen Opall called the Rib Mountain Tourism Commission to order at 5:06 p.m. at the Town of Rib Mountain Municipal Center, 3700 North Mountain Road. Present were Commissioners Jim Legner, Gerry Klein, Brad Conklin, and Fred Schaefer. Nick Patel was excused.

Also present were Administrator Gaylene Rhoden, Finance Director Nicole Dunbar and Town Clerk Joanne Ruechel.

Approval minutes of the 9/4/2018 Tourism Commission Meeting - Motion by Schaefer/ Legner to approve the minutes of the 9/4/18 Tourism Commission Meeting. Questioned and carried 5:0.

Review of Tourism Financial – Finance Director Dunbar provided the financials of the Rib Mountain Tourism Commission. She stated in tonight’s packet, the presented financials are through July 31, 2019. Also, the current Tourism Fund balance is \$161,308.00.

Request from Grand Theater to Advertise – Town Administrator Rhoden reported the Town recently received a request to advertise through the Grand Theater. She provided members with advertising options and levels. She noted the Town has partnered with The Grand Theater in the past. By advertising it would give the community recognition plus it would support the local theater.

Rhoden stated it was recommended the Town consider adverting with The Grand, but not to exceed \$1,000. **Motion by Klein/Legner to approve advertising for The Grand in the amount not to exceed \$1,000. Questioned and carried 5:0.**

Discussion of funds for Meetings Mean Business: Administrator Rhoden stated that the Town has an agreement with the Central Wisconsin Visitor’s Bureau. The Town has given 0.5% of the room tax collected to the Central Wisconsin Visitors Bureau for the Meetings Mean Business program. The total amount that the Town has given through the 1<sup>st</sup> quarter of 2019 is \$48,750.40. The money is to be used for any conference that is coming to Rib Mountain for conference rental fees, or catering fees. As of July 2019, there have been no official requests from any groups to use the money. The Town Board discussed not giving any more money until the money that we have already given has been spent. Administrator Rhoden and Supervisor Opall will take the Town’s concern to the next Central Wisconsin Visitors Bureau meeting.

Reports from Commission Members – Supervisor Conklin mentioned that there’s a mountain bike group that is looking to build a youth bike center and they are looking for a place to build it.

Supervisor Opall mentioned that he attended a meeting about a sports complex that wishes to come to the area. He believes that the Town will be asked where they stand on this issue. The plan for the sports complex is to put the facility on 40 acres with it including 8 baseball fields, and a 170,000 square foot multi-use event space.

Reports from Staff – Administrator Rhoden stated that the wetland study is done and she will send out a copy to the Town Board members. Dick Austin, who donated the land, was present and stated that he asked Mark Thompson from Marathon Technical Services to look at the property and come up with a plan for where trails might be placed.

Future Agenda Items – Update on Meetings Mean Business

**Adjourn – Motion by Schaefer/Legner to adjourn at 5:27 p.m. Questioned and carried 5:0.**

Submitted by  
Joanne Ruechel  
Clerk