

**AGENDA  
CITY OF MONONA  
TOURISM COMMISSION  
Monona City Hall – Conference Room  
5211 Schluter Road, Monona, WI  
Tuesday, February 22, 2022  
3:30 p.m.**

**NOTICE OF ELECTRONIC MEETING**

*Note: Tourism Commission Members will meet remotely via Zoom virtual meeting. Additional details below.*

1. Call to Order
2. Roll Call
3. Approval of Minutes from December 1, 2021
4. Appearances
5. Discussion and Possible Action Items:
  - A. New Business
    1. Request for Approval of 2022 Snow Snake Games (Friends of San Damiano) – February 25, 2022.
    2. Discussion of process to address potential conflicts of interest for Commission members.
6. Discussion of Items to include on Future Agendas
7. Upcoming Meetings – To be Determined
8. Adjournment

**ELECTRONIC MEETING INFORMATION NOTICE**

Due to the current state of emergency because of the COVID-19 pandemic, this meeting will be conducted via electronic videoconferencing/teleconferencing. As such, it is likely that some or all members of, and a possible quorum, may be in attendance via electronic means and not physically present. In accordance with Wisconsin law, the meeting will remain open to the public. The public may still attend in person at the location stated in this agenda. However, due to the need to maintain social distancing in accordance with Emergency Order #12 (Safer At Home Order) and the limited physical space available, the public is encouraged and requested to also attend via electronic means. Directions to do so are listed at the bottom of this agenda. Upon reasonable notice, the needs of disabled individuals will be accommodated through auxiliary aids or services. For additional information or to request this service, contact Joan Andrusz at 608-222-2525.

**DIRECTIONS TO ATTEND MEETING ELECTRONICALLY**

You may attend via videoconference at <https://us02web.zoom.us/j/83938806017> or by downloading the free Zoom program to your computer at <https://zoom.us/download>. At the date and time of the meeting log on through the Zoom program and enter Meeting ID: 839 3880 6017.

You may attend via telephone conference by calling the following phone number:

PHONE NUMBER: 1-312-626-6799 / MEETING ID: 839 3880 6017, FOLLOWED BY #

Please Mute Your Phone When Not Speaking To Ensure Best Possible Audio Quality.

**Note:** Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Joan Andrusz at (608) 222-2525 (not a TDD telephone number), FAX (608) 222-9225, or through the City Police Department TDD telephone number 441-0399. The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business. It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice.

**Minutes  
Tourism Commission  
December 1, 2021**

1. Call to Order - The meeting of the City of Monona Tourism Commission was called to order at 3:35 pm.
2. Roll Call - Present: Andrew Kitslaar, Mike Strigel, Colleen Flaherty, and Alder Kristie Goforth.  
Also present: City Administrator Bryan Gadow, and Devin Renner.
3. Approval of October 27, 2021 Minutes

Motion by Ms. Flaherty to approve the October 27, 2021 minutes, seconded by Mr. Strigel. Motion carried.

4. Appearances – None
5. New Business

**a. Consideration of Request for Approval of 2022 Ice Fishing Marketing Campaign (MESBA)**

Mr. Renner, Executive Director of MESBA, provided an overview of MESBA’s grant application for \$2,500 to assist with a joint digital marketing campaign with the City of Stoughton for the upcoming ice fishing season in the Chicago area. He noted that it would be called “Ice Fish in the Middle of Somewhere” and focus on highlighting locations of hotels, restaurants, and other businesses.

Mr. Kitslaar asked about any feedback from the 2020 Muskie Expo. Mr. Renner noted that there were plans to bring the state muskie tournament to Monona in October 2020, but it was impacted by COVID. He noted that the organization was still interested in Monona as a location and is looking at fall 2022.

Alder Goforth asked about the partner with the City of Stoughton and how the room tax dollars will not fund Stoughton hotel stays. Mr. Renner noted he previously applied for a state JEM grant, and the Department of Tourism suggested a collaboration with Destination Madison. He noted that partnership did not work out, but Stoughton expressed in interest in a chain of lakes ideas. Mr. Renner stated that they would be splitting costs (\$3,000 total), and marketing materials would have both logos on it.

Alder Goforth suggested the development of a checklist that hotels could use to capture data for conversation rate on room tax funding

Motion by Ms. Flaherty to approve the request for \$1,500 in Tourism funds for the 2022 Ice Fishing Marketing Campaign, seconded by Alder Goforth. Motion carried.

6. Discussion of Items to include on Future Agendas

Alder Goforth asked to include a discussion on how to address potential conflicts of interest for Commission members, whether through a standing agenda item or other means.

Alder Goforth asked for the Commission to create a hotel data collection sheet for hotels to track when guests are staying because of a Tourism Commission funded event.

7. Next Meeting – The next meeting will be June or July 2022, specific date and time to be determined.

8. Adjournment - A motion by Ms. Flaherty to adjourn was made, seconded by Alder Goforth. The motion carried. (3:54 p.m.).



# CITY OF MONONA TOURISM GRANT APPLICATION FORM

For more information, see Monona Municipal Code Chapter 63, Article III; 66.0615 Wis. Stats; or contact the City Administrator with any questions at (608) 222-2525 or [bgadow@ci.monona.wi.us](mailto:bgadow@ci.monona.wi.us)

APPLICANT INFORMATION:	
Organization: Friends of San Damiano	Contact: Wes Mosman Block
Email: wes.block@gmail.com	Phone: 612-554- 2123
Mailing Address: P.O. Box 6647, Monona, WI 53716	
Event / Project Name: Snow Snake Games	
Location of Event / Project: San Damiano - 4123 Monona Drive	
Date(s) of Event / Project: February 25, 2022	
EVENT OR PROJECT INFORMATION:	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input checked="" type="checkbox"/> Cultural <input type="checkbox"/> Festival <input type="checkbox"/> Marketing/Info <input type="checkbox"/> Other:	
Description of Project or Event: Snow Snake Games, to be held on the 25th of February, from 3 PM to dusk, is a collaborative event of the Ho-Chunk Nation, Friends of San Damiano, and City of Monona's Parks and Recreation. Snow Snake is a game played traditionally among the tribes of the Great Lakes region. This event, which we expect will become annual, will be a friendly competition, with members from the wider community, Ho-Chunk Nation, and the Winnebago Tribe of Nebraska all participating. News of this event has been spreading quickly on facebook. We are planning for 200 people plus volunteers (30), playing the game, learning about this tradition and the Ho-Chunk's history more generally in Dejope (4 lakes)with storytelling by the Ho-Chunk Historic Preservation Officer, Bill Quackenbush, and enjoying hot chocolate, hot cider, smores and a bonfire. Prizes will be awarded.	
Please describe how this event or project will promote overnight hotel stays and how you calculated the number of projected hotel stays: Members of the Ho-Chunk Nation who are coming from Black River Falls or from outside of Madison, as well as members of the Winnebago Tribe of Nebraska will be encouraged to stay at hotels in the immediate area. We don't have exact numbers at this juncture but we know a number of members are coming from Nebraska, some are coming from the Black River Falls area, and the event is being promoted to all Ho-Chunk in Dane and surrounding Counties.	
Number of Attendees Expected: 200	Number of Volunteers Expected: 30
Projected Number of Overnight Hotel Stays: 10	Number of Hotel Stays Previous Year: 0
How are you marketing this event or project? We will be using media channels both before the event and after. Media channels include the City newsletter, FOSD newsletter, FOSD/P & R social media, traditional press, (WVMO), media channels in the Madison Metro area, and Ho-Chunk Nation media across the area and state.	
Event or Project Budget - <i>Attach Budget Worksheet</i>	Amount of Funding Requested: \$1000
Use of Tourism Funds: Underwriting for all aspects of the event - see budget	
Applicant Signature	Date:

**ADDITIONAL APPLICATION QUESTIONS:**

Does your Project or Event have any sponsorships with local hotels?  
No.

Please provide demographic information on attendees (local/out of town, ages etc.).  
The games are open to all ages and we expect all ages to attend. The MGSD has the day off so we are anticipating lots of families and have made arrangements for parking at the High School with a bus shuttle. Games will be played in 3 age groups: 1-9, 10-16 and 17 and up as per the THPO. Civic leader Arvina Martin (District #11 Madison Council member) will be at the event and Ho-Chunk Gaming staff have been encouraged by the THPO to "get locals out" in addition to the Friends having reached out to them to encourage their involvement at all levels too. There will also be Ho-Chunk from out of town as well as members of the Winnebago Tribe of Nebraska.

In the event that your event/project does not receive Tourism funding, could you still do the event?  
Yes. But the Friends of San Damiano would be using donated funds that we need to reserve for other critical components of the property's planning for the future.

If awarded Tourism funding, what specifically would the funds be spent on?  
See attached budget.

What will be the benefit of this event/project to the local/regional community?  
Since San Damiano has only been public since June 2021, much of the Madison metro area and region does not know it exists yet or how special it is. And we know many are unaware of this winter tradition or the Ho-Chunk's history here. The Friends and City couldn't have a better or more appropriate collaboration as its first big event, on what is to become a treasured Lake Monona destination.

**APPLICATION PROCEDURES:**

- Submit completed application and budget worksheet forms (or similar documentation) by: **October 7, 2021.**
- Appear before the Tourism Commission to present request and answer questions about your application.
- Funds available this round: Up to \$45,714.
- Deadline for expenditure of awarded funds: December 31, 2022
- Funded projects must utilize the Monona Tourism logo in official marketing and sponsorship information.
- Funded project will be required to provide a report and presentation to the Tourism Commission on number of attendees and how the funds were utilized after the event is completed

Other requirements:

- Submit electronic (PDF) files of all applications via email to the City Administrator at [bgadow@ci.monona.wi.us](mailto:bgadow@ci.monona.wi.us).

**For Tourism Commission Use Only**

Date Approved by Commission:

Amount Awarded:

Chair Signature:

Attach conditions for approved grants.

## COST ESTIMATE WORKSHEET FOR TOURISM FUNDING

	RATE	#	QTY	TOTAL
<b>LABOR AND SERVICES</b>				
Applicant's Staff Labor / Hour			hours	
Consultant / Contracted Service				
Volunteer Labor			hours	
<b>EQUIPMENT</b>				
<b>SUPPLIES</b>				
<b>CASH (OUT OF POCKET) EXPENSES</b>				
Hired Consultants / Contractors				
Purchased Equipment				
Purchased Supplies				
<b>OTHER FUNDING SOURCES / PROJECT PARTNERS (LIST ALL):</b>				
Grants				
Donations				
<b>ESTIMATED TOTAL</b>				<b>\$ -</b>

## Snow Snake Estimated Budget - February 25, 2022

<u>Item</u>	<u>Amount</u>
<b>Equipment</b>	
Porta - Potty Rental	60
Shuttle Bus/Van Rental	100
Table-top Décor	50
<b>Supplies</b>	
Game Food/Beverage (hot coco, cider, smores)	225
Serving supplies (cups, napkins, ziplocks, utensils)	230
Volunteer lunch/food (day of event)	250
<b>Marketing</b>	
Volunteer ID's	25
Printing/Signage	100
Prizes	50
<b>HCN Support</b>	
THPO's Dinner	100
THPO's Overnights	180
<b>Miscellaneous</b>	100
<b><u>Estimated Total:</u></b>	<b>1470</b>

<u>Volunteer Estimates</u>	<u>Hours</u>
<b>Pre-Event Preparations</b>	
6 Planning Team (production, marketing, volunteer scheduling, budgeting, etc.)	180
<b>Day of Event</b>	
30 averaging 6 hours each	180