

AGENDA: TOURISM COMMISSION
425 Water Street, Lomira
February 12, 2025 6pm

1. Call To Order
2. Roll Call
 - Donald Luedtke
 - Tony Schraufnagel
 - David Luedtke
 - Augie Luedtke
 - Jenny Roedig
3. Discuss the addition of electrical service for Christmas decorations on WE Energies utility poles (possible action)
4. Discuss and consider annual Promotional Fund expenditures to include:
 - \$3,000 for Christmas decorations
 - \$1,600 for FDL Symphonic Band concert in the park
5. Discuss and consider reimbursing Lomira Inn & Suites for marketing and property improvement expenditures
6. Adjourn

A quorum of the Village Board trustees may be present at this committee meeting for the purpose of gathering information and possible discussion on items listed on this agenda. However, unless otherwise noted in this agenda, no official action by the Village Board will be taken at this meeting.

Agendas are posted in the following places: Lomira municipal building and website www.villageoflomira.gov at least 24 hours before meeting(s). Persons requiring additional services to participate in any public meeting should contact the Clerk-Treasurer's office at 920-269-4112 option 2 for assistance prior to the meeting.

Posted 1/17/25 11:30am Lomira Municipal Building, www.villageoflomira.gov/agendas-minutes

Jenna Rhein
Village of Lomira Administrator-Clerk-Treasurer

COMMISSION MEETING MINUTES

This meeting was called to order by Chairman Donald Luedtke at 6pm.

Attendance: Donald Luedtke, David Luedtke (at 6:10pm), Augie Luedtke, Jenny Roedig

Public Attendance: Leah Henckel of the Dodge County Pionier and Jenna Rhein

This meeting was rescheduled from February 12th due to inclement weather.

The committee discussed the 2024 revenues and expenditures and plans for the upcoming year.

Jenna Rhein reported that in the past the Commission was saving funds for larger projects, such as the dog park, which has since been created. Donald Luedtke reported that saving for another large project may be beneficial. He suggested ADA accessibility at Sterr Park and Buerger Trail and partnering with other local organizations to fundraise for a project.

Dave Luedtke suggested that the Commission provide directional signage along Church Street, specifically at the intersection of Pheasant Run to direct traffic to the dog park and Lomira Athletic Fields.

Jenna Rhein provided an update on the Promotional Fund account. 2024 beginning balance was \$7,647.30. 2024 revenue was \$1,235.34 from Air B&B and \$11,761.73 from Lomira Hospitality. 2024 expenditures were \$28.99 to Luedtke Lumber, \$1,600 to Fond du Lac Symphonic Band, \$640 to WE Energies for Christmas light decorations, and \$291.67 to Steve Faber for lift rental to hang the Christmas street light decorations. 2025 revenues to date are \$261.47 from Air B&B and \$2,206.68 from Lomira Hospitality.

Motion by Donald Luedtke, seconded by Augie Luedtke to reimburse Lomira Hospitality \$1,000 for I-41 signage and \$1,500 for marketing and advertising. Motion by Augie Luedtke, seconded by Dave Luedtke to amend the previous motion and reimburse Lomira Hospitality \$1,000 for I-41 signage and \$2,000 for marketing and advertising. Motion carried.

Motion by Donald Luedtke, seconded by Augie Luedtke to allocate \$1,000 for We Energies electric for Christmas decorations and the remaining for lift rental to hang the decorations and allocate \$1,600 to Fond du Lac Symphonic Band for concert in the park. Motion carried with a total of \$6,600 in expenditures in 2025.

Motion by Dave Luedtke, seconded by Augie Luedtke to adjourn at 6:40pm. Motion carried.

Jenna Rhein
Village A/C/T