



OFFICE OF THE CITY CLERK

300 East Main Street
Sun Prairie, WI 53590-2227
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FAX (608) 825-6879
Website www.cityofsunprairie.com

Public Notice of the City of Sun Prairie, pursuant to Section 19.84, Wisconsin Statutes, is hereby given to the public and to the news media, that the following meeting will be held:

TOURISM COMMISSION MEETING

DATE: THURSDAY, JUNE 08, 2023 TIME: 9:00 AM

LOCATION: COUNCIL CHAMBERS
MUNICIPAL BUILDING
300 EAST MAIN STREET
SUN PRAIRIE, WI 53590

Please use the below instructions to participate and watch the meeting remotely. The vast majority of meetings air and stream live through the Sun Prairie Media Center. In the case of simultaneously scheduled meetings, some meetings may only be available to stream on demand later at sunprairiemediacenter.com or on the Sun Prairie Media Center app.

1. WRITTEN COMMENTS: You can send comments on agenda items to cburke@cityofsunprairie.com

2. WATCH THE MEETING: You can watch the meeting in several ways:

- Television: Watch on Roku, Apple TV, channel 983 on Charter, or channels 13 or 1013 on TDS.
- Online: Stream at sunprairiemediacenter.com or on the Sun Prairie Media Center app.
- Webinar: <https://us02web.zoom.us/j/81880843637?pwd=NTZrTnlrQU1DeE9penNrTWRtK1p5UT09>

1. CALL TO ORDER AND ROLL CALL

A. APPROVAL OF MINUTES

- a Approve May 11, 2023 Meeting Minutes

2. CITIZEN APPEARANCES/PUBLIC COMMENT

3. BILLS PRESENTED FOR PAYMENT

- A. Focal Flame, 2023 Wine Walk event - \$264.00

4. CHAIRPERSON'S REPORT

5. UNFINISHED BUSINESS

6. **NEW BUSINESS**

- A. Review 2023 Grant Application from Isthmus Bowl – Mike Shaw
- B. Review 2023 Corn Festival Grant Application – Barb Behling
- C. Review 2022 Grant Recap from SP Ice with substantiation documents, & 2023 Grant Applications from SP Ice – Betsy McCrary and Paul Swalve
- D. 2023 Budget Recap and 2024-26 Budget Projections
- E. Staff Recommendation: Consideration for Sun Prairie Chamber of Commerce to expand Admin Entity responsibilities in 2024, and re-defined role of Tourism Commission in 2024 Presentation at the meeting.
- F. Review Hunden Study Recommendations
To view the full report from 2020 use this path:
<https://www.cityofsunprairie.com/DocumentCenter/View/13823/2022-1202-Final-Feasibility-Study-and-Community-Readiness-Report-from-Hunden>
- G. Review North Star's Brand Plan Marketing Implementation Recommendations
To view the full report, use this path:
<https://www.cityofsunprairie.com/DocumentCenter/View/13824/Final-Comprehensive-Report-with-Strategy-Reco-Visit-and-City-of-Sun-Prairie-Brand>
Action Items begin on page 206, and Strategic Marketing Plan options begin on page 264.

7. **STAFF UPDATES**

8. **ANNOUNCEMENTS**

9. **REFERRALS**

10. **SET DATE OF NEXT MEETING**

- A. Thursday, July 13, 2023 from 9-10AM in Council Chambers + Remote (Hybrid)

11. **ADJOURNMENT**

IF YOU ARE UNABLE TO ATTEND THIS MEETING, PLEASE CALL 825-1107 or email cburke@cityofsunprairie.com.

Posted: June 5, 2023. Updated June 6, 2023

Posted: Sun Prairie City Hall
300 East Main Street

Sun Prairie Public Library
1350 Linnerud Drive

Sun Prairie Utilities
125 West Main Street

Members

Jerry Beecher (2024)
Mike Jacobs (2024) - Alder

John Blaska (2024)
Christopher Scheel (2024)

Mark Gonwa (2024)

Christina Williams (2024) – Ex Officio, Chamber of Commerce

NOTE: Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact the City Clerk's Office, 300 East Main Street, Sun Prairie WI 53590 (608) 837-2511

NOTE: 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; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.