



**MINUTES Tuesday, May 9, 2023 @ 11 AM  
Hawk's Mill Winery, Browntown**

- Call to order by chair - Gary Neuenschwander.
- Roll call – Present: Joan Winn Rufenacht, Gary Neuenschwander, Harvey Kubly, Russ Torkelson, Noreen Rueckert. Absent: Joe Snow, Will Oemichen, Paul Fredrickson.
- Approval of minutes – March 21, 2023. Motion by Russ Torkelson. Second by Joan Winn Rufenacht. Motion carried with no dissenting votes.
- Approval of bills. Motion by Joan Winn Rufenacht. Second by Russ Torkelson. Motion carried with no dissenting votes.
- Old Business
  - Green County Visitor + Activity Guide – Guide has been delivered and invoiced; payments are coming in.
- New Business
  - Noreen Rueckert provided an overview on marketing plans for the year. Green County Tourism will work with Madden Media on some of the digital and social marketing – including Google Display, Search Engine Marketing, Meta advertising, and Geo-Fencing. This summer, Green County will be hosting three social media influencers and two travel writers. Other advertising examples include billboards, WGN radio, Our Wisconsin Magazine, and Midwest Living.
  - Russ Torkelson suggested connecting with Craig Shager for potentially arranging for one of the travel writers with an interest in the Cheese Country Trail.
  - Governor Evers and Wisconsin Secretary of Tourism Anne Sayers will be visiting Monroe on Friday, May 12 – as part of a tour they are doing for National Tourism Week.
- Community Updates Roundtable
  - Things are starting to happen at the New Glarus Hotel – with regard to plans for renovation.
  - With a large number of ATV and UTV registrations in the last year, the DNR has additional grant funds available and the Tri County Trails committee is looking at some improvements; we're also seeing more ATV and UTV traffic on county roads.
  - Parrfection Produce Farm Market (at intersection of C and N, west of Monticello) is attracting a lot of interest and shoppers.
- Adjourn – Motion by Harvey Kubly. Second by Russ Torkelson. Motion carried with no dissenting votes.
- Noreen Rueckert will look into the possibility of moving the September meeting to a date earlier in the month.