

Village of Cottage Grove
Meeting

Notice of Public

TOURISM COMMISSION

Thursday, July 14, 2022

8:00 A.M.

This meeting will take place in person at Village Hall at 221 E. Cottage Grove Road.

1. Call To Order
2. Determination Of Quorum And That The Agenda Was Properly Posted
3. PUBLIC APPEARANCES-Public's Opportunity To Speak
4. Discuss And Consider The Minutes From The June 9, 2022 Meeting.

Documents:

[06-07-22 TOURCOM MINUTES.PDF](#)

5. Introduction Of New Communications Manager Gabe Altenbernd
6. Discussion On The Village's Upcoming Centennial Celebration.
7. Workshop Session For Commission To Consider Desired Outcomes Of Working With The Cottage Grove Chamber Of Commerce As A Tourism Entity. The Commission May Discuss And Consider Taking Action On This Agenda Item.
8. Future Agenda Items.
9. Adjournment

This agenda has been prepared by Staff and approved by staff for use at the meeting as listed above. Any item on the agenda is subject to final action. Notice: Persons needing special accommodations should call 608-839-4704 at least 24 hours prior to the meeting. It is possible that members of and possibly a quorum of members of other governmental bodies 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.

**VILLAGE OF COTTAGE GROVE
TOURISM COMMISSION
Thursday, June 7, 2022**

MINUTES

1. Call to order

Melissa Ratcliff called the meeting to order at 6:01 p.m. This was an in-person meeting.

2. Determination of quorum and that the agenda was properly posted.

It was determined that there was a quorum of members present and that the agenda was properly posted. In attendance were Britt Leach, Melissa Ratcliff, and John Williams. Paula Severson and Ander Victorine were absent and excused. Staff in attendance were Planning Director Erin Ruth and Deputy Administrator JJ Larson.

3. PUBLIC APPEARANCES – Public’s opportunity to speak. None.

4. Discuss and consider minutes from the April 7, 2022 meeting. Motion by Williams to approve minutes as presented, seconded by Leach. Motion carried with voice vote of 3-0-0.

5. Discussion with Deer Grove EMS Chief Eric Lang Regarding Upcoming Certified Ambulance Documentation Specialist Course to be Held at Summit Credit Union. Chief Lang explained that Deer Grove EMS will be co-hosting the training, which will be held from 8:30 a.m. to 4:00 p.m. on August 9, 2022. They expect attendees from around the state to attend and many would likely stay over at Comfort Suites the night before the training. He asked if the Tourism Commission would consider co-sponsoring the event to offset costs of running the event. **Motion** by Williams to allocate \$500 to Deer Grove EMS to co-sponsor the training event, seconded by Leach. Motion carried with voice vote of 3-0-0.

6. Discussion of the Village’s Upcoming Centennial Celebration. The Village’s centennial will occur in 2024. Discussion focused on the types of events that might be possible and potential stakeholders in the celebration such as the Chamber of Commerce and Historical Society. Further discussion will occur at subsequent meetings.

7. Workshop Session for Commission to Consider Desired Outcomes of Working with the Cottage Grove Chamber of Commerce as a Tourism Entity. Ruth presented a matrix that analyzed who visits the Village and why, for use in organizing the Commission’s thoughts on optimal marketing strategies. Commissioners present felt the hotel’s input would be needed to move forward. Further discussion will occur at subsequent meetings.

8. Future Agenda Items. Further discussion regarding the centennial and marketing. Discussion occurred regarding the future meeting schedule. Commissioners present expressed a preference for morning meetings, and the next meeting was tentatively scheduled for July 14 at 8:00 a.m.

9. Adjournment. Motion by Williams to adjourn, seconded by Leach. Motion carried with voice vote of 3-0-0.

**Erin Ruth, Director of Planning & Development.
Village of Cottage Grove
Approved:**

These minutes represent the general subject matter discussed in this meeting but do not reflect a verbatim documentation of the subjects and conversations that took place.