

TOURISM COMMISSION
Monday, June 16, 2025 | 8:30am

Mayor Kettenhoven called the meeting of the Tourism Commission to order at 8:32 am.

Members present: Steve Kettenhoven, Kimberly Linders, Sue Aschliman and Tina Schulke **Also present:** City Administrator Caz Muske, Tom Lederer and Recording Secretary Ryan Rockey.

Excused: Gary Moore

Aschliman/Linders m/s/c to approve the agenda

Aschliman/Linders m/s/c to approve the minutes of the March 26, 2025 meeting

Downtown Wayfinding Signage: Discussion on if the city should update their wayfinding signage to make it more uniform and robust as well as possible partnership opportunities. The Commission directed Muske to explore options for possible updates.

Room Tax Funds Request; Clintonville Area Chamber of Commerce, Fall Frenzy and Christmas Events: Schulke requested \$1,600 for advertising expenses for the Chamber Fall Frenzy Event and the Christmas events. There was discussion on where the advertising was done.

Aschliman/Linders m/s/u roll call to approve the request for \$1,600 for advertising of the Fall Frenzy and Christmas events.

Room Tax Funds Request; Onward Clintonville, Holiday Decor: Muske explained that the request was for Onward Clintonville to collaborate with the Tourism Commission for the purchase of Holiday Décor for the downtown area. In return, the funds raised at the Fall Frenzy 5K, sponsored by Onward Clintonville, would be donated back to the Tourism Commission to help offset the cost of the décor. Options, designs, location and budget were discussed.

Aschliman/Schulke m/s/u roll call to purchase 30 presidential snowflakes as well as the photo-op picture frame with the Christmas charm with costs not to exceed \$22,000. In addition all proceeds from the Fall Frenzy 5K will be used to reimburse the Tourism Commission for the purchase.

Next Meeting: TBD

Adjourn: Aschliman/Linders m/s/c to adjourn at 9:13 am

Submitted by,
Ryan Rockey, Recording Secretary

Tourism Commission
APPLICATION FOR ROOM TAX FUNDS

Name of applicant: Clintonville Area Chamber of Commerce

Contact Person: Tina Schulke

Address: 1 S. Main St. Clintonville WI 54929

Phone: 715 823 4606 FEIN/TAX ID: 39-0770995

Describe what your organization wants to use City Room Tax Funds for. Describe the event in detail and give some budgetary information so the Commission is aware of other funding sources. Include the date of the event, if the date has occurred in the past, forms of advertising, etc. Please attach any information that would be helpful to the Commission in making its decision.

I am requesting funds to reimburse the Chamber for the replacement of the door on the Tourism hut at the south end of town. The hut contains business brochures, cards, tourism guides & serves as a 24-hour information source for the community. Torborg supplied materials at cost. Thoughts on funding for a planter would be appreciated.

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. Explain why you believe that more people will stay in a Clintonville Hotel/Motel if your organization receives funding.

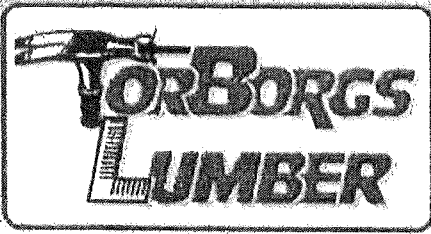
If someone is coming to town & needs hotel/motel info, it is listed in the building.

Amount Requested \$779.16

All applications must be received and approved prior to the event and prior to funds being spent. The Commission reserves the right to ask for additional information in order to make a final decision.

Date: 5/27/25 Tina Schulke
Applicant

OFFICE USE ONLY
Tourism Commission Action Date: _____ Dollar Amount Approved: _____ Acct 218-10-56700-3490



Torborgs Lumber-Clintonville
 10 5th Street
 Clintonville WI 54929
 715-823-3113
 Fax: 715-823-5890

CUSTOMER COPY



INVOICE

2508-930693 PAGE 1 OF 1

SOLD TO
CODT ACCOUNT CLINTONVILLE 10 5TH ST CLINTONVILLE WI WI 54929

JOB ADDRESS
Tina Schulke 715-250-0928

ACCOUNT	JOB
CODT	0
SOLD ON	8/15/2025 2:47:45 PM
CUST PICKUP	
BRANCH	1000
CUSTOMER PO#	
STATION	T30
CASHIER	BRENTK
SALESPERSON	BRENTK
ORDER ENTRY	BRENTK

Thank you for your business!

CHAMBER OF COMMERCE BUILDING.
DOOR REPLACEMENT.

Quantity	UM	Item	Description	D	T	Price	Per	Amount
Order: 2508-C30294								
1	EA	XDGC304R	3/0x6/8 GOOD "C" 1/2 LITE STEEL DR RHSI, 4-9/16"FR, SINGLE BORE		Y	329.9900	EA	329.99
1	EA	3051125	BR403-4 1/2 JUMBO KOTTER TRAY		Y	1.9900	EA	1.99
1	TB	6234652	BIG STRETCH 10016 WHITE 10.5OZ		Y	8.9900	TB	8.99
1	TB	6234637	BIG1-12CL 10006 CAULK,CLEAR BIG STRETCH		Y	8.9900	TB	8.99
1	QT	HL17204	HL WEATHERGUARD SATIN WHITE J.J.'s Home Improvement will pick up Door 4 leaned up by the stairs	N	Y	18.9086	QT	18.91

Payment Method(s)

CHECK #12029 389.16

	SubTotal	368.87
	Sales Tax	20.29
	Deposit	
Please Pay This Amount		389.16

All Claims & Returned Goods Must Be Accompanied By The Invoice Receipt
 Within 20 Days of Purchase. All Special Order Items Are Subject To A 25%
 Restocking Fee & Must Be In Original Condition. I accept the Above Stated
 Terms & Items Received In Good Order.

Signature _____

Tourism Commission

APPLICATION FOR ROOM TAX FUNDS

Name of applicant: FWD Seagrave Museum Foundation

Contact Person: Terry Lorge, Executive Director

Address: P.O. Box 104, 325 15th Street, Clintonville

Phone: 715-823-4011 or 715-250-0205

FEIN/TAX ID: 39-6059533

Describe what your organization wants to use City Room Tax Funds for. Describe the event in detail and give some budgetary information so the Commission is aware of other funding sources. Include the date of the event, if the date has occurred in the past, forms of advertising, etc. Please attach any information that would be helpful to the Commission in making its decision.

One of the goals of the staff is to make the FWD Seagrave Museum a destination location for tourists and visitors to want to come to. We believe that by expanding our advertising, more people will make the decision to come to our community to view the huge display of vehicles, memorabilia, and historical artifacts about the community and FWD Seagrave's rich history. The funds would support the maintenance and continual upgrades to our web site and Facebook site, as well as additional printings and upgrades of our flyer. The funds would also provide a source of advertising funds for local radio stations and for placing ads in other travel and tourism publications in other cities and states. We need to improve our signage in the area and on the museum property to make our museum more attractive for visitors to want to come and check us out.

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. Explain why you believe that more people will stay in a Clintonville Hotel/Motel if your organization receives funding.

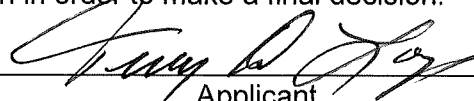
We have already had success with visitors coming to our community and staying in our local motels while coming to visit our museum. People have told us that they have come to Clintonville from other communities both in and out of state to visit our museum after hearing about it from word of mouth, print publications, as well as our website and Facebook. As more people learn about the museum, we are confident attendance at the motels will increase.

Amount Requested: \$2,000.00

All applications must be received and approved prior to the event and prior to funds being spent. The Commission reserves the right to ask for additional information in order to make a final decision.

Date:

9-4-25


Applicant

OFFICE USE ONLY

Tourism Commission Action Date: _____ Dollar Amount Approved: _____ Acct 218-10-56700-3490

City Administrator Approval: _____

Tourism Commission

APPLICATION FOR ROOM TAX FUNDS

Name of applicant: City of Clintonville

Contact Person: Caz R. Muske

Address: 50 Tenth Street, Clintonville, WI 54929

Phone: 715-823-7600 FEIN/TAX ID: 396005415

Describe what your organization wants to use City Room Tax Funds for. Describe the event in detail and give some budgetary information so the Commission is aware of other funding sources. Include the date of the event, if the date has occurred in the past, forms of advertising, etc. Please attach any information that would be helpful to the Commission in making its decision.

Over the last two years WCEDC has been busy updating older marketing videos, making new marketing videos, and establishing a County Tourism webpage that highlights the Outdoor Sports in Waupaca County, and expanding pictures added to social media platforms to gain interest in the County events and activities. They partnered with the County Greenways Commission to utilize the County mapping resources seen in the Outdoor Sports Guide. They also continued to advertise in selected markets across the State that have proved to be interested in the outdoor activities in our County. More interest tends to drive visitors and sales activity in our local businesses.

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. Explain why you believe that more people will stay in a Clintonville Hotel/Motel if your organization receives funding.

With WCEDC's marketing efforts of the recreational opportunities within the City of Clintonville, it will encourage day trips and overnight stays to enjoy the greater Clintonville outdoor activities year-round.

Amount Requested \$2,400

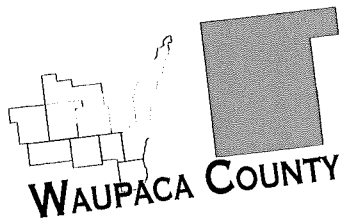
All applications must be received and approved prior to the event and prior to funds being spent. The Commission reserves the right to ask for additional information in order to make a final decision.

Date: 10/08/2024


Applicant

OFFICE USE ONLY

Tourism Commission Action Date: _____ Dollar Amount Approved: _____ Acct 218-10-56700-3490



Waupaca County Economic Development Corporation

INVOICE

Caz Muske, City Administrator
City of Clintonville
50 Tenth Street
Clintonville, Wisconsin 54929

2025 Contribution - Waupaca County Marketing Cooperative: **\$2,400.00**

Please remit payment to:
Waupaca County Economic Development Corporation
P.O. Box 52
New London, WI 54961

Sincerely,

Jeff Mikorski, Executive Director
Waupaca County Economic Development Corporation