



Rob Richardson, Chairperson  
Jim Venturini, Trustee #6  
Nick Rossi, Commissioner  
Mark Oravetz, Commissioner  
H.D. Patel, Hotelier

## TOURISM COMMISSION AGENDA

February 2, 2026

4:00 PM

Village Hall, Community Room 1

8811 Campus Drive, Mount Pleasant, WI 53406

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### A. CALL TO ORDER

### B. ROLL CALL

### C. MEETING MINUTES

1. Meeting of January 5, 2026  
[Tourism Minutes - 1.5.26.docx](#)

### D. OLD BUSINESS

1. Update on tax grant award post-event reports - Franksville Craft Beer Garden 2025 BBQ Invitational Post Event Attachment.pdf  
[2025 FCBG Live Music Post Event Attachment.pdf](#)  
[2025 Food Truck Fest Post Event Attachment.pdf](#)  
[2025 Night Market Post Event Attachment.pdf](#)  
[2025 Oktoberfest Post Event Attachment.pdf](#)  
[2025 Taco Fest Post Event Attachment.pdf](#)  
[HOP HEADS - Enjoy Mount Pleasant Examples 2025.pdf](#)
2. Update on tax grant award post-event report - Racine Area Soccer Association 2025 RASA Post Event Attachment.pdf  
[RASA \\_ AFC - Enjoy Mount Pleasant Examples 2025 \(1\).pdf](#)

### E. NEW BUSINESS

1. Hotelier Report
2. Discussion and possible motion to commission Racine Video Production
3. Discussion and possible motion on the TV show Mad Dog & Merrill Midwest Grill'n Midwest Grill'n 2025\_DESTINATION and ANNUAL SPONSOR.pdf
4. Discussion and possible motion on sponsorship for Racine Art Council's ArtSeed Showcase and Golf Outing.  
[RAC sponsorship.pdf](#)
5. The next meeting is scheduled for Monday March 2, 2026

### F. STAFF REPORTS

1. 2025 Final budget amounts  
[RevenueAndExpenditureReport \(2\).pdf](#)  
[TrialBalanceReport \(2\).pdf](#)
2. Discussion on marketing

### G. CLOSED SESSION: Discussion/possible motion to convene into closed session pursuant to Wis. Stat.

**19.85(1)(e) to deliberate or negotiate the purchase of private properties, the investing of public funds, or conducting other specified public business whenever competitive or bargaining reasons require a closed session specifically to deliberate on the Racine Zoo, Salmon Unlimited, Downtown Racine Corporation, and Bluegrass Sampler Inc Room Tax Grant application.**

**5. Reconvene into open session to consider any motions on any of the matters discussed under the closed session listed above.**

**H. ADJOURN**

*Requests for persons with disabilities who need assistance to participate in this meeting or hearing should be made to the Village Administrator or Village Clerk's Office at (262) 664-7800 with as much advance notice as possible.*

*Notice is hereby given that a quorum of the Village Board may be present at a meeting of the Tourism Commission on this day to gather information about all items that appear on this agenda, a subject over which they have decision-making responsibility. This constitutes a meeting of the Village Board pursuant to State ex rel. Badke v. Greendale Village BD., 173 Wis.2d 553, 494, N. W.2d 408 (1993), and must be noticed as such although the Village Board will not take any formal action.*

**Posted: Thursday, January 29, 2026 at 3:00 PM**