

**CITY OF MERRILL
TOURISM COMMISSION
TUESDAY, JULY 29, 2025 MINUTES
REGULAR MEETING MERRILL AREA CHAMBER OF COMMERCE
705 N CENTER AVENUE 12:00 PM**

- I. **Call to Order** Dan Wendorf called the meeting to order at 12:00 pm
Present: Parks Director Wendorf, Sue Kunkel, Gary Schwartz, D7 Alderperson Weix Jr.
Present Not Voting: Clyde Nelson, Sarah Brooks, Sarah Sturm
Absent: Sara Gilbert
- II. **Public Comment** None
- III. **2025 Budget**
 1. **2025 Budget Update** - Clyde gave current financials. The only approved grants that still need to be reimbursed is Food-Trucka-Palooza, City of Merrill fireworks, and Lincoln County Fair. Carry the Cross event was canceled.
 2. **Discussion about 2026 Budget Priorities** - Visitor Guide, trade shows, possibility of an influencer to come and showcase Merrill. Would like to see more events and spread the same budget amount among more approved organizations
 3. **2026 Grant Application Process** - Update the wording on the grant application so that it is understood that this is a reimbursable grant. The bills must be paid by the organization prior to submitting their paid invoices. The 2026 Grant will be due Sept. 19, 2025.
- IV. **Review Travel Wisconsin 2024 Tourism Information** Clyde shared the 2024 Economic Impact report for Lincoln County of \$113 million dollars. That is a 3.3% increase in direct spending.
- V. **Set date/time for next meeting** Oct. 28, 2025 at the Merrill Chamber of Commerce
- VI. **Adjournment** Sue Kunkel made a motion to adjourn. Mark Weix seconded. Motion passes, all in favor at 12:55pm.