

**CITY OF VIROQUA**  
202 NORTH MAIN STREET  
VIROQUA, WI 54665

**VIROQUA TOURISM COMMITTEE**

**TUESDAY, May 10, 2016 @ 8:30AM CHAMBER OFFICE**

**MEMBERS:** MIKE BANKES /MIKE KOPPA  
NORA ROUGHEN-SCHMIDT  
TED PARRISH  
JOE ROGAN-NORDSTROM  
NANCY RHODES (Excused)  
ALYCANN TAYLOR (CHAIR)  
DANI LIND

**AGENDA:**

1. REVIEW APRIL MINUTES AND ACTION ITEMS
2. REVIEW DRAFT OF MISSION STATEMENT/GOALS OF THE COMMITTEE/COMMISSION AND FINALIZE

Mission: To collaborate with area businesses and coordinate with recreational, art, music, food, farming and educational events to promote tourism in and around the city of Viroqua.

Goals:

- Enhance economic growth
  - Increase/encourage overnight stays in Viroqua
  - Promotion of year round tourism
3. ROUND BARNS TOUR FURTHER THAT DISCUSSION
  4. PROMOTIONS PACKET/VIP PACKET (Is this tourism or Promotions?) ---Follow up from visit from Driftless Books and music
  5. WHAT TASKS (If any) THAT NEEDS ATTENTION BETWEEN MEETING

**NEXT MEETING: JUNE14, 2016**