



**City of Clintonville**  
**Tourism Commission Meeting**  
**At Clintonville City Hall**  
**50 10th Street**  
**8:30 AM – Wednesday, February 11, 2026**

**Steve Kettenhoven**  
**Tina Schulke**  
**Kimberly Linders**  
**Sue Aschliman**  
**Gary Moore**

### **Agenda**

1. Call to Order; Roll Call
2. Approval of Agenda
3. Approval of Minutes
  - a. September 30, 2025 Minutes
4. Citizens Forum – This is a chance for citizens to make comments. No action or lengthy discussions can take place as a result of comments made at this time.
5. Room Tax Funds Request(s)
  - a. Discussion/Possible Action Regarding Clintonville Area Chamber of Commerce Request - Save the Date Ad and Postage
  - b. Discussion/Possible Action Regarding FWD Seagrave Museum Request - Advertising Costs
  - c. Discussion/Possible Action Regarding Re-occurring Expenses for Future Tourism Budget Requests
6. Adjournment

Steve Kettenhoven

This is to notify the public that a majority of the Council members may be present, however, no actual City Council action will be taken.

---

**Posted: Clintonville City Hall - Clintonville Public Library - Community Center**

Please note, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact City Hall at 715-823-7600

**TOURISM COMMISSION**  
**Tuesday, September 30, 2025 | 9:00 am**

Mayor Kettenhoven called the meeting of the Tourism Commission to order at 9:00 am.

**Members present:** Steve Kettenhoven, Kimberly Linders, Sue Aschliman, Gary Moore and Tina Schulke **Also present:** City Administrator Caz Muske, Jeff Mikorski, Executive Director of the Waupaca County Economic Development Corporation, Tom Lederer and Recording Secretary Ryan Rockey.

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

Aschliman/Linders m/s/c to approve the minutes of the June 16, 2025 meeting

**Room Tax Funds Request; Clintonville Area Chamber of Commerce, Tourism Hut Door**

**Replacement:** Schulke requested \$779.16 for the replacement of the door to the Tourism Hut on the south end of town. The cost included the door, materials and labor.

Linders/Moore m/s/u roll call to approve the request for \$779.16 for the replacement of the Tourism Hut door.

**Room Tax Funds Request; FWD Seagrave Museum Foundation, Advertising Costs:** Funds were requested in the amount of \$2,000 to cover the cost of advertising for their upcoming Night at the Museum Event. Schulke informed the Committee that the foundation was given funds from other sources that covered the cost of the advertising. Representation from the foundation was not present to clarify the request or present a breakdown of expenses. No action was taken on this request.

**Room Tax Funds Request; City of Clintonville, 2025 Contribution to the Waupaca County Marketing Cooperative:** Muske reiterated that this is an annual request. Mikorski presented information on the program and it's value to the municipalities that participate.

Schulke/Linders m/s/u roll call to approve the request in the amount of \$2,400 for the Waupaca County Marketing Cooperative.

**Next Meeting:** TBD

**Adjourn:** Linders/Moore m/s/c to adjourn at 9:21 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: 15. Main St Clintonville

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.

Repayment to the Chamber for our "Save the Date" ad in  
the Discover Clintonville book along with funds to  
cover postage for mailing to 15+ counties.  
\$305<sup>00</sup> (MMC) + \$175<sup>00</sup> (postage estimate)

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.

The ad advertises our Community Events which  
may bring visitors to the City.

Amount Requested \$480<sup>00</sup>

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: 1/28/25

Tina Schulke  
Applicant

**OFFICE USE ONLY**

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

# SAVE THE DATE

## 2026 Community Events

- Winter Whirl | Jan 10
- City Wide Rummage Sales | May 9
- Spring Cruise Car Show | May 15
- Lion's Carnival | May 14-16
- Memorial Day Parade & Service | May 25
- Clintonville Farmer's Market | June 4-Oct 1
- Chamber Golf Outing | June 18
- Clintonville A's Fireworks | July 3
- Sidewalk Sales | July 31-Aug 1
- Fall Frenzy | Sept 19
- Night at the Museum | Oct 30
- Trick or Treat | Oct 31
- Chamber Annual Meeting & Awards Banquet | Nov 5
- Veteran's Day Service | Nov 11
- Small Business Saturday | Nov 28
- Christmas in Clintonville Activities | Dec 12
- Santa Cruise | Dec 23

*This is not a complete schedule of all area events  
and may be subject to change.*



1 S. Main Street Clintonville  
715-823-4606

Discover Clintonville 2026 | 3



Invoice No. IN307621  
 Campaign No. 85513  
 Description 2026 Allison V  
 Invoice Date 1/25/2026  
 P.O. Number

**Bill-to**

**CLINTONVILLE CHAMBER OF COMMERC**

1 S. Main St.  
 Clintonville, WI 54929  
 Account No: 101957

**Advertiser**

**CLINTONVILLE CHAMBER OF COMMERC**

Allison Viaene  
 1 S. Main St.  
 Clintonville, WI 54929  
 Account No: 101957

**Please remit payment to**

Multi Media Channels, LLC  
 PO Box 408  
 Waupaca, WI 54981  
 Questions? Call us at 715.258.1336

\*\*\* ASK US HOW TO PAY YOUR BILL ONLINE \*\*\*

Email: [Waupaca.Accounting@mmclocal.com](mailto:Waupaca.Accounting@mmclocal.com)

**Payment due**

Total Amount 305.00  
 Pre-Paid Amount 0.00  
 Payment Due Date 2/27/2026

**Print lines**

Product	Start	End	Description	Ad Size(s)	P.O. Number	Qty	Rate	Amount
Clintonville Half Letter	1/22/2026	1/22/2026	Discover Clintonville - Full Page	Half Letter Full Page (4.75x7.5)		—	305.00	305.00

**PAYMENT REMITTANCE**

invoice no.	invoice date	account no.
IN307621	1/25/2026	101957

**AMOUNT DUE: \$ 305.00**

**REMIT TO** Multi Media Channels, LLC  
 PO Box 408 Waupaca, WI 54981

**Credit Card Number**

For electronic invoicing, please supply your email:

Expiration Date \_\_\_\_\_ CVV Code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Authorization Signature \_\_\_\_\_

## Expense

Payee:    
 Payment account:   Balance \$667.24

Payment Date:    
 Payment Method:    
 Ref no.:

### Category details

#	CATEGORY	DESCRIPTION	AMOUNT	BILLABLE
1	815 Postage	Discover Clintonville Postage	\$152.56	

2

Add lines

Clear all lines

## Expense

Payee:    
 Payment account:   Balance \$667.24

Payment Date:    
 Payment Method:    
 Ref no.:

### Category details

#	CATEGORY	DESCRIPTION	AMOUNT	BILLABLE
1	815 Postage	Tourism Guides	\$22.35	

2

Add lines

Clear all lines

**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 15<sup>th</sup> 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: February 17, 2026

Terry D. Lorge  
Applicant

**OFFICE USE ONLY**

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

City Administrator Approval: \_\_\_\_\_



# CITY OF CLINTONVILLE

WISCONSIN 54929

**Department of Administration**

**MEMO**

**To:** Honorable Mayor and Tourism Commission Members

**From:** Caz R. Muske, City Administrator

**Date:** Wednesday, February 11, 2026

**RE:** City Administrator Memo – Discussion/Possible Action Regarding Re-occurring Expenses for Future Tourism Budget Requests

At the September 30, 2025, Tourism Commission meeting, the Commission discussed identifying routine or annual expenditures that could be considered for ongoing inclusion in future Tourism Commission budgets. The goal of this approach is to improve efficiency for both applicants and Tourism Commission members by reducing repetitive annual requests while maintaining appropriate oversight. At that meeting, the Commission approved the Waupaca County Marketing Cooperative as a standing budget item and noted that additional recurring expenses could be evaluated.

Based on a review of room tax expenditure history from 2021–2025 (see attached), the following items are recommended for consideration as recurring Tourism Commission budget allocations, subject to the listed not-to-exceed amounts:

1. **City of Clintonville**
  - Discover Clintonville two-page advertisement – not to exceed \$1,000
2. **Waupaca County Marketing Cooperative** (*previously approved*)
  - Not to exceed \$2,400
3. **FWD Seagrave Museum**
  - Advertisement costs – not to exceed \$2,000
4. **Clintonville Area Chamber of Commerce**
  - Fall Frenzy/Christmas event costs – not to exceed \$2,500
  - Discover Clintonville (postage and one-page advertisement) – not to exceed \$500
5. **Spring Cruise Car Show**
  - Not to exceed \$2,000

The Commission may discuss and take action on whether to designate any or all of these items as recurring budgeted expenditures for future Tourism Commission budgets.

Respectfully submitted,

**Caz R. Muske, M.P.A.**  
City Administrator  
Airport Manager | RDA Executive Director  
715-823-7600 | [cmuske@clintonvillewi.gov](mailto:cmuske@clintonvillewi.gov)

**City of Clintonville**

*Discover Clintonville Two-Page Ad*

2025 - \$890

2024 - \$870

2023 - \$830

2022 - \$810

*Fox Cities Worth the Drive Magazine*

2025 - \$1,800

2024 - \$1,800

**Waupaca County Marketing Cooperative**

2025 - \$2,400

2024 - \$2,400

**FWD Seagrave Museum Advertising Costs**

2024 - \$2,000

2023 - \$1,000

2022 - \$5,000

**Chamber of Commerce**

*Fall Frenzy/Christmas in Clintonville*

2025- \$1,600

2024 - \$1835

2023 - \$2,243.53

2022 - \$2,614.38

2021 - \$1,519.08

*Discover Clintonville Guide (postage & ad cost)*

2025 - \$480

2024 - \$250

2023 - \$505

2022 - \$505

**Spring Cruise Car Show**

2025 - \$2,000

2024 - \$2,000

2023 - \$1,000

2022 - \$2,000