



**OFFICIAL MEETING PACKET OF THE
TOURISM COMMISSION**

Chairperson/Trustee Scott Berger presiding

Administrator Daniel Guild; interim staff advisor

This regular monthly meeting of the Finance Committee, during the 21st legislative session of the elected Board of Trustees, composed five (5) appointed members, will convene at the Weston Municipal Center's Board Room, which is located at 5500 Schofield Avenue, Weston, Wisconsin on **Monday, February 5, 2018, at 6:00 p.m.**



Village of Weston, Wisconsin
ATTENTION – NOTICE OF PUBLIC MEETING

Meeting of: **TOURISM COMMISSION**

Members: **Berger (chairperson), Ermeling, Bender, Sukup, Yaeger, & Joyce Elliot, Hotel Industry Representative**

Date/Time: **Monday, February 5, 2018 @ 6:00 P.M.**

Location: **Weston Municipal Center (5500 Schofield Ave) – Board Room**

Agenda: The agenda packet will be emailed out 3 days prior to the meeting, and posted on the Village website at www.westonwi.gov.

Attendance: All Village officials are encouraged to attend. Commission members and Department Directors are asked to please indicate if you will, or will not, be attending so we may determine in advance if there will be a quorum.

Questions: **Renee Hodell** **Daniel Guild**
rhodell@westonwi.gov dguild@westonwi.gov
715-241-2608 **715-241-2613**

A quorum of members from other Village governmental bodies (boards, commissions, and committees) may attend the above noticed meeting to gather information. No actions to be taken by any other board, commission, or committee of the Village, aside from the Tourism Commission. Should a quorum of other government bodies be present, this would constitute a meeting pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis.2d 553,494 N.W.2d 408 (1993).

Wisconsin State Statutes require all agendas for Committee, Commission, or Board meetings be posted in final form, 24 hours prior to the meeting. Any posted agenda is subject to change up until 24 hours prior to the date and time of the meeting.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act requires that meeting or material to be in accessible location or format must contact the Weston Municipal Center, by 12 noon the Friday prior to the meeting so any necessary arrangements can be made to accommodate each request.



**VILLAGE OF WESTON, MARATHON COUNTY, WISCONSIN
OFFICIAL MEETING AGENDA OF THE TOURISM COMMISSION**

The Committee will hold a meeting on the date, time and location listed.

TO THE HONORABLE PRESIDENT BARB ERMELING AND FIVE (5) APPOINTED MEMBERS OF THE TOURISM COMMISSION: The following items were listed on the agenda in the Village Clerk's Office, in accordance with Chapter 2 of the Village's Municipal Code and will be ready for your consideration at the Commission's next regular monthly meeting on **Monday, February 5, 2018 @ 6:00 p.m.** at the Weston Municipal Center's Board Room.

A quorum of members from other Village governmental bodies (boards, commissions, and committees) may attend the above-noticed meeting to gather information. If a quorum of other government bodies are present, this would constitute a meeting pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis.2d 553,494 N.W.2d 408 (1993). Wisconsin State Statutes require all agendas for Committee, Commission, or Board meetings be posted in final form, 24 hours prior to the meeting. Any posted agenda is subject to change up until 24 hours prior to the date and time of the meeting. No officials' actions other than those of the Tourism Commission shall take place.

AGENDA ITEMS.

1. Call to Order & Welcome by Chairperson Ermeling.
2. Roll Call by recording secretary.
3. Approval of minutes from previous meeting:
 - a. July 27, 2017 (corrected)
 - b. August 8, 2017
4. Public comments.
 - a. Gary Olsen, Rothschild Village Administrator

ACKNOWLEDGE WORK PRODUCT TRANSMITTALS (via Dropbox).

5. Document archive related to room taxes, relationship with CVB, etc.
6. Document archive related to sports complex proposal.
7. Weston Community Guide & Business Directory.

EDUCATIONAL PRESENTATIONS & REPORTS.

8. Commission Role & Responsibilities.
9. Weston Community Guide & Business Directory.
10. Metro Region Marketing Familiarization efforts.

POLICY ISSUES (Discussions & Recommendations).

11. Tourism Commission budget for fy2018.
12. Acknowledge termination of tourism contract with Wausau CVB.
13. Process for reviewing Room Tax Funding requests.

14. Endorsement of Sports Complex proposals?
15. Wisconsin State Budget Impact on Short-term rentals

RESOLUTIONS & ORDINANCES.

FUTURE ITEMS.

17. Next meeting date:
 - a. **Regular Meeting – Monday, Mar 5 @ 6:00 p.m.**
 - b. **Regular Meeting – Monday, Apr 2 @ 6:00 p.m.**
 - c. **Leadership & Service Awards Banquet on Tues Apr 17 @ 6:00 p.m.**
18. Topics for future meetings.
 - a. Room Tax request from Speedskating (Dec 2018)
 - b. Room Tax request from Wausau Hmong Festival (July 2018).
19. Remarks from Staff.
20. Remarks from Committee members.
21. Announcements.

ADJOURNMENT



**VILLAGE OF WESTON, MARATHON COUNTY, WISCONSIN
OFFICIAL MEETING AGENDA OF THE TOURISM COMMISSION
MONDAY, FEBRUARY 5, 2018**

**AGENDA ITEM 3A
CORRECTED MINUTES FROM JULY 27, 2018**

Village of Weston, Wisconsin
OFFICIAL PROCEEDINGS OF THE ROOM TAX COMMISSION
held on Thursday, July 27, 2017 at 8:30 am in the Board Room at the Municipal Center,
Chairperson Ermeling presiding.

1. Meeting called to order at 8:30 a.m. by Chairperson Ermeling.

Clerk (or recording secretary/deputy clerk) will take attendance and/or roll call.

Roll call indicated 4 members present.

<u>Member</u>	<u>Present</u>
Bender, Robert	YES
Berger, Scott	NO
Elliott, Joyce	YES
Ermeling, Barbara	YES
Sukup, Carrie	YES
Yaeger, Richard	NO

Village Staff in attendance: Guild, Hodell, Jacobs, Stroik, and Trittin.

2. Selection of a Chairperson

As Village President, Ermeling is responsible for nominating chairpersons to committees and commissions. Ermeling solicited the commissioners to choose a chairperson for the Room Tax Commission. There were no volunteers, so Ermeling was selected by unanimous consent as the chairperson of the Room Tax Commission.

3. General Comments from the public.

None.

4. Presentations.

4.1 Jim Daly c/o Central Wisconsin Irish Fest.

Jim Daly gave a speech regarding Irish Fest and stated that Irish Fest is hoping to receive a grant of \$20,000 from the Room Tax Commission to help fund the additional expenses incurred from moving the event to Kennedy Park.

5. Discussion Items

5.1 Request for room tax grant for Central Wisconsin Irish Fest.

Dennis Helke, an audience member, gave a speech describing how Irish Fest positively impacts the community.

Elliott questioned what criteria are used to determine who is granted money and what amount is granted. Guild stated that the Room Tax Commission would be determining these criteria. The commission would also like to see a report on what the granted funds are being used on. Ermeling stated that she would like to see us distributing prior year funds for current year grants and she would also like to see a deadline for grant applications.

The commission determined that since there are no criteria in place this year the requested funds will be granted, but the procedure and requirements will likely be different next year.

Motion by Bender, second by Sukup, to approve a room tax grant of \$20,000 to the Central Wisconsin Irish Fest.

Yes Vote: 4 No Votes: 0 Abstain: 0 Not Voting: 0 Result: PASS

<u>Member</u>	<u>Voting</u>
Bender, Robert	YES
Berger, Scott	----
Elliott, Joyce	YES
Ermeling, Barbara	YES
Sukup, Carrie	YES
Yaeger, Richard	----

6. Reports

6.1 CVB Director

No report.

6.2 Taxpayer Engagement

Hodell gave a report on her recent activities.

6.3 Finance Director

Jacobs emphasized that room tax funds should only be given out for operating costs of events.

6.4 Administrator

No report.

7. Announcements

None.

8. Remarks from Commissioners.

None.

9. Adjourn and set next meeting date.

The next meeting date is set for Monday, August 7, 2017 at 6:00 p.m. Ermeling adjourned the meeting at 9:54 a.m.

Jenna Trittin, Recording Secretary



**VILLAGE OF WESTON, MARATHON COUNTY, WISCONSIN
OFFICIAL MEETING AGENDA OF THE TOURISM COMMISSION
MONDAY, FEBRUARY 5, 2018**

**AGENDA ITEM 3B
MEETING MINUTES FROM AUGUST 8, 2018**

Village of Weston, Wisconsin
OFFICIAL PROCEEDINGS OF THE ROOM TAX COMMISSION
held on Monday, August 7, 2017 at 6:00 p.m. in the Board Room at the Municipal Center,
Chairperson Ermeling presiding.

1. Meeting called to order at 6:00 p.m. by Chairperson Ermeling.

Clerk (or recording secretary/deputy clerk) will take attendance and/or roll call.

Roll call indicated 4 members present.

<u>Member</u>	<u>Present</u>
Bender, Robert	YES
Berger, Scott	YES
Elliott, Joyce	NO
Ermeling, Barbara	YES
Sukup, Carrie	NO
Yaeger, Richard	YES

Village Staff in attendance: Guild, Hodell, Stroik, and Trittin. Trustee White was in the audience.

2. Audience Comment.

None.

3. Approval, Additions, and Corrections of the Meeting Minutes from July 27, 2017.

Corrections to the meeting minutes from July 27, 2017 need to be made. Stroik was present at the meeting and Ermeling stated that she was chosen as the chairperson of the Room Tax Commission. This item was postponed until the next meeting.

4. Presentations.

None.

5. Discussion Items

5.1 Approve contract with Wausau Convention & Visitors Bureau.

A couple of changes to the contract were requested. The date in Section 6c of the contract should be changed from January 1 to October 1. A section 4c should be added to section 4 to specify that the other 30% of room tax collections are controlled by the Room Tax Commission.

Motion by Berger, second by Bender, to approve the contract with the Wausau CVB with the corrections as noted above.

Yes Vote: 4 No Votes: 0 Abstain: 0 Not Voting: 0 Result: PASS

<u>Member</u>	<u>Voting</u>
Bender, Robert	YES
Berger, Scott	YES
Elliott, Joyce	----
Ermeling, Barbara	YES
Sukup, Carrie	----
Yaeger, Richard	YES

5.2 Approve 1st and 2nd quarter room tax payments to Wausau CVB.

Bender asked if we transfer money to the village from the room tax fund on a quarterly basis. Guild responded that we typically move the money over at the end of the year. An error was made in calculating the payments, the actual payment to the Wausau CVB should only be 40% of the total amount collected by the village.

Motion by Yaeger, second by Bender, to approve the quarter 1 and 2 room tax payments to the Wausau CVB with corrections to the calculation of the payment as noted above.

Yes Vote: 4 No Votes: 0 Abstain: 0 Not Voting: 0 Result: PASS

<u>Member</u>	<u>Voting</u>
Bender, Robert	YES
Berger, Scott	YES
Elliott, Joyce	----
Ermeling, Barbara	YES
Sukup, Carrie	----
Yaeger, Richard	YES

6. Reports

6.1 CVB Director

No report.

6.2 Taxpayer Engagement

No report.

6.3 Finance Director

No report.

6.4 Administrator

No report.

7. Announcements

7.1 2017 Ted's Trek (5k GLOW Fun/Run Walk) – Friday, Aug 25th

7.2 2017 Wausau Marathon – Saturday, Aug 26th

8. Remarks from Commissioners.

None.

9. Adjourn and set next meeting date.

The next meeting date is set for Tuesday, September 5, 2017 at 6:00 p.m. Ermeling adjourned the meeting at 6:29 p.m.

Jenna Trittin, Recording Secretary