



**Village of Weston, Wisconsin  
ATTENTION – NOTICE OF PUBLIC MEETING**

- Meeting of: **TOURISM COMMISSION**
- Members: **Elliott (chairperson), Bender, Ermeling, Maloney, Sukup, and Yaeger**
- Date/Time: **Monday, July 15, 2019 @ 4:30 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](http://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: **Jessica Trautman**  
[jtrautman@westonwi.gov](mailto:jtrautman@westonwi.gov)  
**715-241-2605**

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**PLEASE NOTE THE FOLLOWING**

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This notice was emailed to local media outlets (Print, TV, and Radio) on 7/9/19 @ 12:30 p.m.

A quorum of members from other Village governmental bodies (boards, commissions, and committees) may attend the above-noticed meeting to gather information. Should a quorum be 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 person who has a qualifying disability, as defined by the Americans with Disabilities Act, requiring that meeting or material to be in an accessible location or format, must contact the Weston Municipal Center at 715-359-6114, 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 CHAIRPERSON ELLIOTT 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, July 15, 2019 @ 4:30 p.m.** in the Board Room, at the Weston Municipal Center.

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 governmental 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). No officials' actions other than those of the Tourism Commission shall take place.

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. All items listed on this agenda may be acted upon by the Tourism Commission.

### **AGENDA ITEMS.**

1. Call to Order & Welcome by Chairperson Elliott.
2. Roll Call by recording secretary.
3. Approval of minutes from previous meeting: [April 1, 2019](#)
4. Public comments.

### **ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.**

(Work products listed in this section should be moved as "Acknowledge receipt and place in file.")

5. [Acknowledge June 2019 Budget Status Report – Room Tax Fund](#)
6. [Acknowledge Quarter 1 Room Tax Report from the CVB](#)

### **EDUCATIONAL PRESENTATIONS & REPORTS.**

(Work products identified in this section are for education and information purposes. Items listed in this section should be moved as "Acknowledge receipt of presentation/report and place in file".)

### **POLICY ISSUES.**

(Work products identified in this section ask the government body a policy question. Items listed in this section should be moved as "Approve/Not approve . . .")

### **RESOLUTIONS & ORDINANCES.**

(Work products identified in this section require action by the governmental body.)

## **FUTURE ITEMS.**

7. Next meeting date: **Monday, October 21, 2019 @ 4:30 p.m.**
8. Topics for future meetings.
  - a. Q2 2019 room tax report from CVB
  - b. Comprehensive Plan Chapter for Tourism promotion, development, marketing.
  - c. Metro Wausau Marketing collaboration with City of Wausau, Marathon County, MCDEVCO
9. Remarks from Staff.
10. Remarks from Committee members.
11. Announcements.

## **ADJOURNMENT**

**Village of Weston, Wisconsin**  
**OFFICIAL PROCEEDINGS OF THE TOURISM COMMISSION**

held on Monday, April 1, 2019, at 6:00 p.m.,  
in the Large Conference Room at the Municipal Center, Chairperson Elliott presiding.

**AGENDA ITEMS.**

**1. Call to Order & Welcome by Chairperson Elliott**

Meeting called to order at 6:00 pm by Tourism Commission Chairperson Elliott

**2. Roll Call by Recording Secretary.**

Roll call indicated 3 members present and 1 ex-officio member.

<u>Member</u>	<u>Present</u>
Bender, Robert	NO*
Elliott, Joyce	YES
Ermeling, Barbara (ex-officio)	YES
Maloney, Mark	YES
Sukup, Carrie	NO
Yaeger, Richard	NO
Ziegler, Jon	YES

Village Staff in attendance: Donner, Osterbrink, Trautman, Trittin, and Wodalski. Dick Barrett from the CVB was present. \* Bender arrived at 6:35 PM.

**3. Approval of minutes from previous meetings: January 7, 2019**

***Motion by Maloney; second by Ziegler to approve the January 7, 2019 minutes.***

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 3    Result: PASS

<u>Member</u>	<u>Voting</u>
Bender, Robert	---
Elliott, Joyce	YES
Ermeling, Barbara (ex-officio)	YES
Maloney, Mark	YES
Sukup, Carrie	---
Yaeger, Richard	---
Ziegler, Jon	YES

**4. Public Comments.**

None.

**ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.**

**5. Acknowledge December 2018 Budget Status Report- Room Tax Fund**

***Motion by Maloney; second by Ziegler to acknowledge December 2018 Budget Status Report-Room Tax Fund.***

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 3    Result: PASS

<u>Member</u>	<u>Voting</u>
Bender, Robert	---
Elliott, Joyce	YES
Ermeling, Barbara (ex-officio)	YES
Maloney, Mark	YES
Sukup, Carrie	---
Yaeger, Richard	---
Ziegler, Jon	YES

**6. Acknowledge February 2019 Budget Status Report- Room Tax Fund**

Trautman stated there was some fund balance that needed to be used on tourism activities and that directors were asked if there were any eligible projects for the funds. Trautman stated if the funds are not used by year end, we would likely turn the funds over to the CVB. Maloney questioned whether those funds would be reserved for Weston uses only; it was confirmed they would be.

***Motion by Maloney; second by Ziegler to acknowledge February 2019 Budget Status Report-Room Tax Fund.***

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 3    Result: PASS

<u>Member</u>	<u>Voting</u>
Bender, Robert	---
Elliott, Joyce	YES
Ermeling, Barbara (ex-officio)	YES
Maloney, Mark	YES
Sukup, Carrie	---
Yaeger, Richard	---
Ziegler, Jon	YES

**7. Acknowledge year end 2018 room tax reports from the CVB**

***Motion by Ziegler; second by Maloney to acknowledge year end 2018 room tax reports from the CVB.***

Yes Vote: 4 No Votes: 0 Abstain: 0 Not Voting: 3 Result: PASS

<u>Member</u>	<u>Voting</u>
Bender, Robert	---
Elliott, Joyce	YES
Ermeling, Barbara (ex-officio)	YES
Maloney, Mark	YES
Sukup, Carrie	---
Yaeger, Richard	---
Ziegler, Jon	YES

## **EDUCATIONAL PRESENTATIONS & REPORTS.**

### **8. Update on Sports Complex Feasibility Study**

The first draft of the report was sent over March 8. Staff reviewed the report and requested some inaccuracies and oversights be fixed. Osterbrink stated a revised report from Victus was received a couple of weeks ago and staff was reviewing it.

Maloney questioned why the report had not been shared with officials yet. Donner stated that staff wanted to review the report to ensure there were not any further inaccuracies. Maloney and Elliott asked when the Commission could get a copy of the report; Donner and Osterbrink stated they would send it out after this meeting.

Barrett commented that he had seen MCDEVCO sports complex study. Barrett stated that MCDEVCO requested some revisions to their report as well, mostly grammatical errors. He said that he received a copy of a study the Wausau Chamber of Commerce had done on the economy in Marathon County and offered to send over a copy. Maloney requested the report be sent to Donner and it was stated we would like to see a copy of the MCDEVCO study.

Barrett said it would make sense for a sports complex to be one big project with the whole area going in on the same thing. Barrett also stated that the chamber study showed the number one driver of economic development in Marathon County is sports. Additionally, Barrett recently attended the Governor's Conference where it was noted tourism is the 3<sup>rd</sup> largest industry in Wisconsin and the number one driver for economics in the state is sports.

Maloney questioned the footprint of the sports complex. Osterbrink stated it was under 40 acres.

### **9. Update on CVB activities**

Barrett gave an overview of the CVB activities and upcoming events. The Commission discussed Irish Fest briefly and reiterated they want the CVB to handle tourism requests for the Village. The Commission also stated the Village should not be heavily involved with tourism activities.

Elliott also asked for a Meetings Means Business update. Barrett stated the CVB has a system in place and the next step is to get two hoteliers from each municipality to approve requests. Barrett elaborated that there is a bigger group working on laying out criteria to determine the dollars a group would be eligible for. The amount comes out to be almost equivalent to the room tax dollars invested in the area by that group.

**POLICY ISSUES – DISCUSSIONS/RECOMMENDATIONS.**

None.

**RESOLUTIONS/ORDINANCES.**

None.

**FUTURE ITEMS.**

**10. Next meeting date:**

- a. Regular Meeting – Monday, July 1, 2019 @ 6:00pm

**11. Topics for future meetings.**

- a. Q1 2019 room tax reports from CVB
- b. Comprehensive Plan Chapter for Tourism promotion, development, and marketing
- c. Metro Wausau Marketing Collaboration with the City of Wausau, Marathon County, MCDEVCO.

**12. Remarks from Staff.**

**13. Remarks from Committee members.**

Ermeling stated that she has enjoyed serving on the Commission.

**14. Announcements.**

**ADJOURNMENT.**

***Motion by Maloney, second by Ziegler to adjourn the Tourism Commission meeting***

Yes Vote: 5    No Votes: 0    Abstain: 0    Not Voting: 2    Result: PASS

<u>Member</u>	<u>Voting</u>
Bender, Robert	YES
Elliott, Joyce	YES
Ermeling, Barbara (ex-officio)	YES
Maloney, Mark	YES
Sukup, Carrie	---
Yaeger, Richard	---
Ziegler, Jon	YES

Elliott adjourned the Tourism Commission meeting at 6:44 P.M.

Jenna Trittin, Recording Secretary

# REQUEST FOR CONSIDERATION

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**Public Mtg/Date:** Tourism Commission, July 15, 2019

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**Description:** June 2019 Budget Status Report – Room Tax Fund

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**From:** Jessica Trautman, Finance Director

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**Question:** Should the Tourism Commission acknowledge the June 2019 Budget Status Report for the Room Tax Fund?

## Background

- Quarter 1 room tax revenues were \$114,436; the Village gets to keep \$34,330. Quarter 2 room tax revenue will be received between now and August
- Total expenditures through June were \$110,823
  - \$20,750 was for the USBC State Bowling Tournament room tax grant approved in September 2018.
  - \$9,967 was for the last payment to Victus for the Sports Complex Feasibility Study.
  - \$80,106 was the Q1 room tax payment to the Wausau CVB.
- As of June, fund balance was \$141,298.

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**Attached Docs:** June 2019 Budget Status Report – Room Tax Fund

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**Committee Action:** None.

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**FISCAL IMPACT:** None.

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**Recommendation:** Finance Director recommends acknowledgement.

## Recommended Language for Official Action

**I move to acknowledge the June 2019 Budget Status Report for the Room Tax Fund.**

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**Additional action:** None.



VILLAGE OF WESTON

Room Taxes Fund

6/30/19

	<u>2019 YTD Actual</u>	<u>2019 Annual Budget</u>
<b>Fund Balance, 1/1/19</b>	\$ 137,685	
 <b>Revenues</b>		
Room Taxes Revenue	\$ 114,436	\$ 388,823
	<u>114,436</u>	<u>388,823</u>
 <b>Expenditures</b>		
Payment to Wausau Visitor's Convention Bureau	\$ 80,106	\$ 271,141
Miscellaneous Contributions	20,750	20,750
Other Economic Development	9,967	1,035
Transfer to Capital Improvement Fund	-	76,647
Transfer to Aquatic Center Fund (Repairs/Capital Equipment)	-	40,000
	<u>110,823</u>	<u>409,573</u>
 <b>Revenues over (under) Expenditures</b>	 <u>3,613</u>	 <u>(20,750)</u>
 <b>Fund Balance, 6/30/19</b>	 <u>\$ 141,298</u>	

**HOTEL-MOTEL ROOM TAX COLLECTIONS:**

	<b>2019 Room Receipts</b>	<b>2019 8% Room Tax Collections</b>	<b><u>Distribution of Collections</u></b>	
			<b><u>Convention Bureau</u></b>	<b><u>Village of Weston</u></b>
Weston Inn & Suites	\$ 170,708	\$ 13,657	\$ 9,560	\$ 4,097
AmericInn & Suites	213,338	17,067	11,947	5,120
Fairfield Inn	472,388	37,791	26,454	11,337
Holiday Inn Express	574,013	45,921	32,145	13,776
 <b>TOTALS</b>	 <u>\$ 1,430,447</u>	 <u>\$ 114,436</u>	 <u>\$ 80,106</u>	 <u>\$ 34,330</u>

FINANCE

7/10/2019

# REQUEST FOR CONSIDERATION

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**Public Mtg/Date:** Tourism Commission, July 15, 2019

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**Description:** CVB Room Tax Report

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**From:** Wausau/Central WI Convention & Visitor's Bureau (CVB)

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**Question:** Should the Tourism Commission acknowledge the room tax report from the CVB?

## Background

The CVB sent the Q1 2019 room tax report for the Tourism Commission's review. One thing to note is that the CVB is on cash basis so the total shown for room tax revenue is actually only through Q4 2018. The Q1 2019 payment was made to the CVB in June 2019 and will show up on the Q2 2019 reports from the CVB.

Through March, the amount in the Weston account at the CVB is \$52,219; however, \$20,000 of that is for the USBC State Bowling Tournament.

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**Attached Docs:** Room Tax Dollars Allocation Summary for Weston

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**Committee Action:** None.

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**FISCAL IMPACT:** None.

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**Recommendation:** Finance Director recommends acknowledgement.

## Recommended Language for Official Action

**I move to acknowledge the room tax report from the CVB.**

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**Additional action:** None.

**Municipality Room Tax Distribution**

**Weston**

2019 Quarterly Breakdown	Prev. Yr Carryover	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Total	Notes	QTR	Received
Total Room Tax						\$0.00		1	Coming May
CVB						\$0.00		2	
Sports Authority						\$0.00		3	
Meeting Mean Business	\$26,109.54					\$26,109.54		4	
Municipal Hold Account	\$52,219.11					\$52,219.11	\$20,000 Payout March 2019 Dales Weston Lanes for State Bowling		
Other	\$50,224.44					\$50,224.44			