



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

- Meeting of: **TOURISM COMMISSION**
- Members: **Bender (c), Elliott, Ermeling (vc), Simmons, and Sukup**
- Date/Time: **Monday, July 20, 2020 @ 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 7/14/20 @ 2:35 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 BENDER AND FIVE (4) 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 20, 2020 @ 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 Bender.
2. Roll Call by recording secretary.
3. Election of chairperson, vice-chairperson, and secretary.
4. Approval of minutes from previous meeting: [October 21, 2019](#)
5. Public comments.

**Join Zoom Meeting by Computer (audio only meeting to make comments):**

<https://zoom.us/j/94115462009>

**Join Zoom Meeting by Phone (audio only meeting to make comments):**

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

Meeting ID: 941 1546 2009

**ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.**

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

6. [Acknowledge June 2020 Budget Status Report – Room Tax Fund](#)
7. [Acknowledge CVB Room Tax Reports and Update](#)
  - a. [Q4 2019](#)
  - b. [Q1 2020](#)
  - c. [Q2 2020](#)

## **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.**

8. Next meeting date: **Monday, October 19, 2020 @ 4:30 p.m.**
9. Topics for future meetings.
  - a. Q3 2020 room tax report from CVB
10. Remarks from Staff.
11. Remarks from Committee members.
12. Announcements.

## **ADJOURNMENT**

**Village of Weston, Wisconsin**  
**OFFICIAL PROCEEDINGS OF THE TOURISM COMMISSION**  
held on Monday, October 21, 2019, at 4:30 p.m.,  
in the Board Room at the Municipal Center, Chairperson Elliott presiding.

**AGENDA ITEMS.**

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

Meeting called to order at 4:30 pm by Tourism Commission Chairperson Elliott

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

Roll call indicated 4 members present.

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

Village Staff in attendance: Donner, Trautman, and Trittin. Dick Barrett from the CVB and President Sparks were also present.

**3. Election of chairperson, vice-chairperson, and secretary.**

***Motion by Maloney; second by Ermeling to elect Bender as chairperson.***

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 2    Result: PASS

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

***Motion by Maloney; second by Bender to elect Ermeling as vice-chairperson.***

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 2    Result: PASS

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

**Motion by Bender; second by Ermeling to elect Maloney as secretary.**

Yes Vote: 4 No Votes: 0 Abstain: 0 Not Voting: 2 Result: PASS

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

**4. Approval of minutes from previous meetings: July 15, 2019**

**Motion by Maloney; second by Ermeling to approve the July 15, 2019 minutes.**

Yes Vote: 4 No Votes: 0 Abstain: 0 Not Voting: 2 Result: PASS

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

**5. Public Comments.**

None.

**ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.**

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

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

Yes Vote: 4 No Votes: 0 Abstain: 0 Not Voting: 2 Result: PASS

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

**7. Acknowledge quarter 2 room tax reports from the CVB**

Barrett gave an overview of events hosted by the CVB from May through October. Barrett also handed out the STR report to the commission for Weston only; the report includes Country Inn & Suites because 4 hotels are required to run the report by area. Barrett stated

the STR report is based on data turned in by hotels and shows the growth patterns in hotel stays. Barrett also added that ADR stands for average daily rate and only includes the hotel rate.

***Motion by Maloney; second by Ermeling to acknowledge quarter 2 room tax reports from the CVB.***

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 2    Result: PASS

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

**EDUCATIONAL PRESENTATIONS & REPORTS.**

**8. Update from hotel association**

Elliott gave an update on the hotel association discussions for the last three months.

**POLICY ISSUES – DISCUSSIONS/RECOMMENDATIONS.**

**9. Discussion and possible action to approve use of Room Tax funds for Wayfinding Signs**

Trautman gave an overview of the request to use room tax funds for wayfinding signs. Bender asked what the total project cost is; Trautman responded she believes it is close to \$400,000, but the amount will not be finalized until after the project goes out for RFPs. Donner stated the project has two components: wayfinding signs (\$160,000) and entry-way signs (\$250,000) with some funding coming from TIF.

***Motion by Ermeling; second by Elliott to approve using Room Tax Funds for Wayfinding Signs.***

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 2    Result: PASS

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

**10. Discussion and possible action on 2020 Room Tax Fund Budget**

Trautman gave an overview of the 2020 budget for the room tax fund.

***Motion by Maloney; second by Ermeling to approve the 2020 Room Tax Fund Budget.***

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 2    Result: PASS

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

**RESOLUTIONS/ORDINANCES.**

None.

**FUTURE ITEMS.**

**11. Next meeting date:**

- a. Regular Meeting – Monday, January 16, 2020 @ 4:30pm

**12. Topics for future meetings.**

- a. Q3 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.

**13. Remarks from Staff.**

None.

**14. Remarks from Committee members.**

None.

**15. Announcements.**

None.

**ADJOURNMENT.**

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

Yes Vote: 4    No Votes: 0    Abstain: 0    Not Voting: 2    Result: PASS

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

Bender adjourned the Tourism Commission meeting at 4:55 P.M.

Jenna Trittin, Recording Secretary

# REQUEST FOR CONSIDERATION

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**Public Mtg/Date:** Tourism Commission, July 20, 2020

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**Description:** June 2020 Budget Status Report – Room Tax Fund

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**From:** Finance Department

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**Question:** Should the Tourism Commission acknowledge the June 2020 Budget Status Report for the Room Tax Fund?

## Background

- Room tax revenues through June are \$98,976; the Village gets to keep \$31,013. Quarter 2 room tax revenue will be received between now and early August.
- Total expenditures through June were \$67,962
  - \$67,962 went to the Wausau/Central WI CVB for Q1 room taxes.
  - The difference between the distribution on the bottom and the expenditures for payments to the CVB is \$4,403 and is because the Q1 Expedia funds went directly to the CVB and the CVB remitted 30% to us. Going forward, Expedia payments will come directly to the Village.
- As of June, fund balance was \$137,983.

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**Attached Docs:** June 2020 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 2020 Budget Status Report for the Room Tax Fund.**

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**Additional action:** None.

**VILLAGE OF WESTON**

**Room Taxes Fund**

**6/30/20**

	<u>2020 YTD Actual</u>	<u>2020 Annual Budget</u>
<b>Fund Balance, 1/1/20</b>	\$ 106,969	
 <b>Revenues</b>		
Room Taxes Revenue	\$ 98,976	\$ 409,017
	<u>98,976</u>	<u>409,017</u>
 <b>Expenditures</b>		
Payment to Wausau Visitor's Convention Bureau	\$ 67,962	\$ 285,622
Other Economic Development	-	107,657
Transfer to Capital Improvement Fund	-	82,705
Transfer to Aquatic Center Fund (Repairs/Capital Equipment)	-	40,000
	<u>67,962</u>	<u>515,984</u>
 <b>Revenues over (under) Expenditures</b>	 <u>31,014</u>	 <u>(106,967)</u>
 <b>Fund Balance, 6/30/20</b>	 <u>\$ 137,983</u>	

**HOTEL-MOTEL ROOM TAX COLLECTIONS:**

	<b>2020</b>	<b>2020</b>	<b>Distribution of Collections</b>	
	<b>Room</b>	<b>8%</b>	<b>Convention</b>	<b>Village of</b>
	<b>Receipts</b>	<b>Room Tax</b>	<b>Bureau</b>	<b>Weston</b>
		<b>Collections</b>		
Weston Inn & Suites	\$ 112,868	\$ 9,029	\$ 6,321	\$ 2,708
AmericInn & Suites	196,450	15,716	11,001	4,715
Air BNB	2,272	182	127	55
Expedia *	78,620	6,290	4,403	1,887
Fairfield Inn	410,450	32,836	22,985	9,851
Holiday Inn Express**	491,563	39,325	27,528	11,797
Less amount held for Committee pay				
<b>TOTALS</b>	<u>\$ 1,292,223</u>	<u>\$ 103,378</u>	<u>\$ 72,365</u>	<u>\$ 31,013</u>

\* Q1 Expedia funds went directly to CVB and CVB paid us our 30%

FINANCE

7/14/2020

# REQUEST FOR CONSIDERATION

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**Public Mtg/Date:** Tourism Commission, July 20, 2020

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**Description:** CVB Room Tax Reports

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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 reports for Q4 2019 to Q2 2020 from the CVB?

## Background

The CVB sent the room tax reports for Q4 2019 to Q2 2020 for the Tourism Commission's review. To date, the amount in the Weston account at the CVB is \$150,316.61.

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**Attached Docs:** Q4 2019 Room Tax Report  
Q1 2020 Room Tax Report  
Q2 2020 Room Tax Report

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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 reports for Q4 2019 to Q2 2020 from the CVB.**

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**Additional action:** None.

**Municipality Room Tax Distribution**

**Weston**

2019 Quartly Breakdown	Prev. Yr Carryover	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total	Notes	QTR	Received
Total Room Tax		\$80,105.47	\$77,474.31			\$157,579.78	3rd qtr Room tax due 11/15/19	1	6/11/2019
CVB		\$37,191.83	\$35,970.22			\$73,162.05		2	8/22/2019
Sports Authority		\$7,152.27	\$6,917.35			\$14,069.62		3	
Meeting Mean Business	\$26,109.54	\$7,152.27	\$6,917.35			\$40,179.16		4	
Municipal Hold Account	\$52,219.11	\$28,609.10	\$27,669.39			\$108,497.60	\$20,000 Payout March 2019 Dales Weston Lanes for State Bowling		
Other	\$50,224.44					\$50,224.44	\$5,000 Payout August 2019 Irishfest/ \$1,700 Payout to Wausau Events for Shuttle buses for Blue's Fest		

Municipality Room Tax Distribution

Weston

2019 Quartly Breakdown	Prev. Yr Carryover	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total	Notes	QTR	Received
Total Room Tax		\$80,105.47	\$77,474.31	\$93,938.37	\$77,702.50	\$329,220.65	3rd qtr Room tax due 11/15/19	1	6/11/2019
CVB		\$37,191.83	\$35,970.22	\$33,614.25	\$36,076.17	\$142,852.47		2	8/22/2019
Sports Authority		\$7,152.27	\$6,917.35	\$8,387.35	\$6,937.72	\$29,394.69		3	12/4/2019
Meeting Mean Business	\$26,109.54	\$7,152.27	\$6,917.35	\$8,387.35	\$6,937.72	\$55,504.23		4	2/14/2020
Municipal Hold Account	\$52,219.11	\$28,609.10	\$27,669.39	\$33,549.42	\$27,750.89	\$169,797.91	\$20,000 Payout March 2019 Dales Weston Lanes for State Bowling		
Other	\$50,224.44			\$10,000.00		\$60,224.44	\$5,000 Payout August 2019 Irishfest/ \$1,700 Payout to Wausau Events for Shuttle buses for Blue's Fest		
							12/4/19 put \$10,000 from CVB share into SA money Market		
							2/19/20 \$17,941.00 Payout to Belsen for bleachers for Dale's Weston Lanes		

Ending bal for 12/31/19 is actually \$26,700 less due to 2019 payouts (see notes column). Ending bal is \$143,097.91.

