

Village of Weston, Wisconsin
OFFICIAL PROCEEDINGS OF THE TOURISM COMMISSION

held on Monday, February 5, 2018 at 6:00 p.m.,
in the Board Room at the Municipal Center, Vice-Chairperson Berger presiding.

AGENDA ITEMS.

1. Call to Order & Welcome by Vice-Chairperson Berger.

Vice-chair Berger is filling in as chairperson for Ermeling.

Meeting called to order at 6:24 p.m. by Tourism Commission Vice-Chairperson Berger.

2. Roll Call by Recording Secretary.

Roll call indicated 5 members present – with Trustee White filling in for Ermeling.

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

Village Staff in attendance: Donner, Guild, Hodell, Osterbrink, Pinsonneault, Trautman, Trittin, and Wodalski. Sukup is excused. Several people were in the audience.

3. Approval of minutes from previous meetings:

a. July 27, 2017 (corrected)

Motion by Bender; second by Yaeger to approve the corrected July 27, 2017 minutes.

Yes Vote: 5 No Votes: 0 Abstain: 0 Not Voting: 1 Result: PASS

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

b. August 8, 2017

Motion by Bender; second by Yaeger, to approve the August 8, 2017 minutes.

Yes Vote: 5 No Votes: 0 Abstain: 0 Not Voting: 1 Result: PASS

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

4. Public Comments.

- a. Gary Olsen, Rothschild Village Administrator
Olsen stated that he is here to answer questions; not necessarily comment.

ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.

5. Document archive related to room taxes, relationship with CVB, etc.

Guild stated that the Village was not able to agree on a contract with the Wausau CVB. Guild stated that the Village requested accountability from the CVB and the CVB was not able to provide that. Guild also mentioned that the Tourism Commission seemed open to administering tourism funds themselves rather than through another organization. Guild recommended no further relationship with the CVB at this time. Olsen, from the Village of Rothschild, has experienced similar issues. White asked if we had any obligation to provide funds to the CVB. Guild stated that we are not as the contract was not agreed upon. Bender asked Olsen what Rothschild is doing as far as a contract with the CVB. Olsen stated that they sent the CVB a take it or leave it contract, which the CVB accepted. Rothschild's contract involved a \$25,000 payment in 2017 and \$25,000 per quarter in 2018. Olsen stated that the CVB must provide specific things or the contract will be reconsidered. Elliott said that after every event the hotels are supposed to report back to the CVB to provide hotel stay data. Guild stated that this data was not made available to the Village.

Elliott stated that Weston and Rothschild hotels are concerned about Weston and Rothschild not being a part of the CVB, as the hotels do receive services from the CVB. Elliott requested that we invite the CVB to a meeting to hear what they have to say. Guild stated that he is concerned with how the CVB handled their relationship with Rothschild. Guild stated that the letters between Rothschild and the CVB will be uploaded to the drop box for Commission review. Yaeger asked if a personality conflict is involved in the issues with the CVB. Guild said he did not think this was the case. Yaeger expressed concerns over what the Village would do with all of the room tax dollars. Yaeger also requested a copy of the statutes related to room taxes. Elliott also mentioned that the CVB has still been sending communications out to the Weston hotels.

6. Document archive related to sports complex proposal.

Guild presented one potential use of room tax funds is development of a sports complex on the south side of the Village. The hope would be to bring bigger tournaments and groups into the Weston area for their sports events. A feasibility study will be conducted to see if this is a viable option to use room tax dollars for. 70% of all room tax dollars collected must be used for three eligible purposes per state statute. The other 30% may be used as the Village sees fit.

7. Weston Community Guide & Business Directory.

Another potential use of room tax funds is a Weston Community Guide & Business Directory that has a focus on things to do in the Weston area to try to bring people to Weston.

EDUCATIONAL PRESENTATIONS & REPORTS.

8. Commission Roles & Responsibilities.

Guild stated that this Commission is only 13 months old. Per Guild, the Commission needs to have a conversation on what the Commission wants to achieve and what the goals of the Commission are. Guild will include the Village ordinance in the drop box file for Commission review.

9. Weston Community Guide & Business Directory.

Guild stated that most materials are Wausau centered, so he would like to see a guide book that is more Weston centered to inform people on what Weston has to offer. Guild wants to have a discussion on how Weston can market and promote our community. Elliott says that producing the book is not enough; we need to get the book out across the state and into nearby states.

10. Metro Region Marketing Familiarization efforts.

Guild stated that there is a discussion on putting together a marketing campaign for the Wausau Metro Area with Weston, Marathon County, MCDEVCO, and others. Guild will send materials related to this to Commission members via the Drop Box this week.

POLICY ISSUES – DISCUSSIONS/RECOMMENDATIONS.

11. Tourism Commission budget for fy2018.

The Board of Trustees cannot approve the Tourism Commission budget; the Tourism Commission must approve their budget. Per Guild, there first needs to be a discussion on what the goals of the Commission are for 2018 for 2018 room tax dollars.

12. Acknowledge termination of tourism contract with Wausau CVB.

Per Guild, we terminated the contract with the CVB as of December 2016. The Village paid out room tax funds for Q1 and Q2 of 2017 as a good faith gesture, with no 2017 funds being disbursed for Q3 or Q4 of 2017. White asked if sending them room tax dollars in 2017 creates a de facto contract. Guild stated that there was clear communication stating that it did not constitute a contract. Bender asked what happens to the payments made during 2017. Guild stated that there is no plan to pursue getting those funds back.

Motion by Bender, second by Yaeger, to acknowledge termination of the Village’s contract with the CVB as of December 31, 2016.

Yes Vote: 5 No Votes: 0 Abstain: 0 Not Voting: 1 Result: PASS

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

13. Process for reviewing Room Tax Funding requests.

Guild stated that the Tourism Commission needs to come up with a procedure for reviewing room tax funding requests. Guild is working on this procedure and criteria and will email it out this week for feedback and review. Guild stated that the procedure mirror’s the City of

Wausau's. Guild also stated that we will email out our new procedures to any entity that has requested room tax funds in the past. White stated that he hopes to see a large enough lead time for the Village to plan to disburse those funds. There are other areas that are taking funding requests on a quarterly basis.

14. Endorsement of Sports Complex proposals?

Guild asked what details the Commission needs to consider the idea of the Sports Complex. White stated that a feasibility study is necessary to determine if this is a good idea, especially with the issues the Village is experiencing with funding. White wants to see substantial and hard facts prior to agreeing to fund this project. White stated that from a trustee standpoint, there are many other uses for the funds it would take to fund the Sports Complex. White also expressed concerns on if room tax dollars will be available for the long term and whether staff can take care of the land if it is developed. White stated that we need to look closely at all of the details to ensure the Village can sustain this kind of project. The Commission agreed that a feasibility study is necessary to continue discussions on this project.

15. Wisconsin State Budget Impact on Short-term rentals

The state has changed some of the rules for charging taxes of short-term rentals, such as Airbnb. There is a mechanism that allows room taxes to be charged to Airbnbs. Guild stated that the Commission and the Trustees must have discussion on whether this is something the Village wants to regulate. White stated that he does not think that an entity that is competing with hotels should be allowed to operate without being charged the same things that hotels are.

RESOLUTIONS/ORDINANCES.

16. None

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.

Elliott stated that local hotels and businesses were upset that they were not involved in the decision to terminate the contract with the CVB. Local hotels and businesses feel like the CVB is very important to them. Elliott would like to see us work things out with the CVB and make a dedicated effort to reconcile rather than a one-sided argument. Guild stated that they were given a contract and they have not responded.

21. Announcements.

ADJOURNMENT.

White adjourned the Tourism Commission meeting at 7:30 P.M.
Next meeting is scheduled for Monday, Mar 5, 2018.

Jenna Trittin, Recording Secretary