

Village of Weston, Wisconsin
OFFICIAL PROCEEDINGS OF THE TOURISM COMMISSION

held on Monday, March 5, 2018 at 5:30 p.m.,
in the Board Room at the Municipal Center, Chairperson Ermeling presiding.

AGENDA ITEMS.

1. Call to Order & Welcome by Chairperson Ermeling.

Meeting called to order at 5:31 p.m. by Tourism Commission Chairperson Ermeling.

2. Roll Call by Recording Secretary.

Roll call indicated 4 members present – with Trustee White filling in for Berger.

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

Village Staff in attendance: Guild, Hodell, Pinsonneault, Trautman, Trittin. Bender, Berger, and Sukup are excused. Several people were in the audience.

3. Approval of minutes from previous meetings:

a. February 5, 2018

Motion by Yaeger; second by White to approve the February 5, 2018 minutes.

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

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

4. Public Comments.

a. none

ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.

5. Destination Development Report from 2008.

Guild mentioned it was an old file and just for informational purposes. No motion needed.

EDUCATIONAL PRESENTATIONS & REPORTS.

Nothing to report

POLICY ISSUES – DISCUSSIONS/RECOMMENDATIONS.

6. Room Tax Grant Application Procedure.

Guild stated the room tax grant application presented needs to be approved by the tourism commission. Guild mentioned we are looking for feedback, the application in the packet is not a final product. In the future it is expected the application will be available and filled out in Evolve. Ermeling questioned due dates of room tax applications. Guild responded by stating the dates are flexible but are in place to allow for analyzing the grants and funds available. There would be a fund balance and the Village would not give out more money than it had on hand. This would assure that the funds are available as requests come in and possibly approved. Fund balance would grow as room tax monies come in. Approved applications would be based on cash on hand instead of future revenue. White suggested not letting the fund balance going below a certain dollar amount. White appreciated two application cycles to better serve organizations and smaller events. Hodell asked if a group wants money before June 30 of this year if they could still get it. White responded that they should not be penalized and groups will need to be educated on our funding process. Hodell stated she approved the policy after it was written by Village staff but is open to suggestions and changing it in the future.

Motion by White; second by Yaeger to approve the Room Tax Grant App Procedure

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

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

7. Room Tax Grant Application from Central Wisconsin Speedskating.

Andy Faust from Central WI Speed Skating Club presented and is seeking a grant for the 2018 US Junior Short Track Speed Skating Championship. Faust presented a letter, budget and fiscal impact. The club itself cannot afford to put on the event itself and is seeking community support. White asked if there are any other events scheduled during this time. Budget would be \$30K with the biggest expense being the rental of Greenheck Fieldhouse. Seeking \$20K for the event. White commented that they would not comfortable with a verbal request and would like the request in writing. The Central WI Speed Skating Club has no other sponsors at this time but the club plans to fundraise in order to offset costs. Guild offered to work with the club to set up a press release after the commission approves the grant application. A decision can be made next meeting. Would need information by March 28, 2018 in order to include everything in the next Tourism packet.

Motion by White; second by Yaeger to approve the deferment of Speed Skating Application Until April

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

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

RESOLUTIONS/ORDINANCES.

FUTURE ITEMS.

- 8. Next meeting date:**
 - a. Regular Meeting – Monday, Apr 2, 2018 @ 6:00pm
- 9. Topics for future meetings.**
 - a. Speedskating Room Tax Grant Application
 - b. Two more applications for Room Tax Grant Applications
 - c. Discussion regarding CVB relationship and why we are not members
 - d. Room tax funds available
- 10. Remarks from Staff.**

Guild stated we cannot have a conversation regarding CVB partnership unless its listed on The agenda.
- 11. Remarks from Committee members.**

Elliott requested a discussion regarding the CVB at the next meeting and expressed the need to resolve any issues
- 12. Announcements.**

ADJOURNMENT.

Ermeling adjourned the Tourism Commission meeting at 6:12 P.M.
Next meeting is scheduled for Monday, April 2, 2018.

Sara Pinsonneault, Recording Secretary