

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

held on Monday, April 5, 2018 at 6:00 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 6:02pm by Tourism Commission Chairperson Ermeling.

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

Roll call indicated 4 members present

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

Village Staff in attendance: Guild, Hodell, Pinsonneault, Trautman, Trittin. Bender and Yaeger are excused. Several people were in the audience to include Richard Barret, Loren White and Brian Schulz.

**3. Approval of minutes from previous meetings:**

a. March 5, 2018

***Motion by Berger; second by Elliott to approve the March 5, 2018 minutes.***

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

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

**4. Public Comments.**

a. none

**ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.**

**EDUCATIONAL PRESENTATIONS & REPORTS.**

Nothing to report

**POLICY ISSUES – DISCUSSIONS/RECOMMENDATIONS.**

**5. Approve Room Tax Grant Application for Hmong Festival**

Yee Xiong presented on the Hmong Festival. First year, 2017, brought in 8,000 people and 1,300 hotel rooms booked. Expecting to break 10,000 people this year and anticipate growing annually. Asking for additional start up funds in the amount of \$17,000. The festival is expected to become self sustainable in the next 4 years and will look at cutting expenses as the event becomes more sustainable. Economic impact of \$1.03 million. Elliot asked if any funding comes from CVB. Xiong answered yes that they are receiving funding. Seeking funding from other agencies as well. Trautman stated that there is \$178,000 in the room tax fund. Berger asked where folks were staying. Xiong stated some of the hotels did not respond, so he did not have an exact number. Elliot stated that Weston received the overflow if the attendees who were unable to stay in Wausau due to rooms being booked. Xiong is waiting to hear from Wausau to see if they will provide funding as they did last year. \$100,000 anticipated budget. Received \$8,000 from the CVB last year. Xiong stated that they asked for \$5,000 from the City of Wausau. Event will be held at the Eastbay Sports Complex. Sukup asked for clarification on the application policy and Guild explained the policy. Sukup questioned the amount the Village provides. Ermeling expressed concern the event is being held in Wausau and Wausau is not providing as much money. Sukup suggested \$8,000 instead of \$17,000.

***Motion by Berger; second by Sukup to amend the approval of the Room Tax Grant Application for Hmong Festival in the amount of \$17,000 and seek approval of \$8,000***

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

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

***Motion by Berger; second by Sukup to approve the Room Tax Grant Application for Hmong Festival in the amount of \$8,000***

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

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

**6. Approve Room Tax Grant Application for Central WI Speedskating.**

A brief overview was presented about the Central WI Speedskating event. Asking for \$20,000. Other fundraising will be done by Central WI Speedskating. Estimated total budget is \$30,000. Guild stated the main cost is the cost of rental Greenheck Fieldhouse.

***Motion by Berger; second by Elliot to approve the Room Tax Grant Application for Central WI Speedskating***

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

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

**7. Request for Commission member Joyce Elliot to discuss the Village of Weston past contractual relationship with the Wausau CVB**

Elliot questioned why some things happened the way that they did in regard to the relationship with the CVB. Elliot feels strongly that Weston should belong to the CVB. Elliot stated that other Weston hotel owners were not asked whether they want to be a part of the CVB. The bylaws of the CVB were discussed by Brain Schulz. The CVB felt the bylaws were re-written and wanted advice of an attorney. At the recommendation of their attorney, they didn't sign the agreement. The board approved the old bylaws. Elliot asked if an audit was done. Schulz stated a clean audit was performed. Guild asked how many audits have been done in the past 6 years. Richard Barrett of the CVB, stated there has been 1 audit during his time at the CVB. The CVB stated that they are now have in their policy to be audited annually. Elliot asked about the CVB being a quasi-governmental and Barret stated they are not a quasi-governmental agency. Barret stated 50% of their revenue comes from room tax. Elliot asked about the lack of communication. Barret stated last communication with the Village was 10/10/17. Barret talked about several developments occurring in the greater Wausau area in the upcoming years. Schulz discussed that CVB's bring economic development. Elliot shared how many rooms were booked at Dale's Weston Lanes this past weekend. Sukup asked what to do going forward and whether the contract should be revisited. Guild stated his perspective on the issue and concerns that have been brought to his attention from the Village of Rothschild and former employees of the CVB. Guild recommended not to engage in a contract with the CVB.

**RESOLUTIONS/ORDINANCES.**

**FUTURE ITEMS.**

**8. Next meeting date:**

- a. Regular Meeting – Monday, May 7, 2018 @ 6:00pm

**9. Topics for future meetings.**

- a. Discussion over contractual relationship with the CVB

- b. Business Directory and Community Guidebook
- c. Comprehensive Plan Chapter for Tourism promotion, development, marketing
- d. Metro Wausau Marketing Collaboration with the City of Wausau, Marathon County, MCDEVCO.
- e. Sports Complex Feasibility Study

**10. Remarks from Staff.**

- a. Hodell commented on Awards Recognition Banquet

**11. Remarks from Committee members.**

**12. Announcements.**

**ADJOURNMENT.**

Ermeling adjourned the Tourism Commission meeting at 7:06 P.M.  
Next meeting is scheduled for Monday, May 7, 2018.

Sara Pinsonneault, Recording Secretary