

**Village of Weston, Wisconsin**  
**OFFICIAL PROCEEDINGS OF THE TOURISM COMMISSION**  
held on Monday, June 4, 2018 at 6:00 p.m.,  
in the Board Room at the Municipal Center, Chairperson Ziegler presiding.

**AGENDA ITEMS.**

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

Meeting called to order at 6:02pm by Tourism Commission Chairperson Ziegler

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

Roll call indicated 6 members present

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

Village Staff in attendance: Hodell, Pinsonneault, Trautman, Donner, Higgins, Trittin, Osterbrink, Weinkauff. Several audience members were present to include Wally Sparks and Dick Barrett with the CVB.

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

***Motion by Maloney; second by Ziegler to elect Elliott as chairperson***

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

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

***Motion by Maloney; second by Sukup to elect Ziegler as vice chairperson***

Yes Vote: 4    No Votes: 0    Abstain: 1    Not Voting: 2    Result: PASS

<u>Member</u>	<u>Voting</u>
Bender, Robert	---

Elliott, Joyce	YES
Ermeling, Barbara (ex-officio)	---
Maloney, Mark	YES
Sukup, Carrie	YES
Yaeger, Richard	YES
Ziegler, Jon	Abstain

***Motion by Ziegler; second by Elliott to elect Maloney as secretary***

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

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

**4. Approval of minutes from previous meetings: April 2, 2018**

***Motion by Maloney; second by Elliott to approve the April 2, 2018 minutes.***

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

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

**5. Public Comments.**

Richard Barrett from CVB gave a brief history of the CVB and Sports Authority. His request is to get the contract signed between the CVB and Village of Weston. Maloney asked about the splits between the various municipalities and Barrett explained the splits. Barrett would be willing to negotiate on the split. The tentative split would be 30/28/40. Thirty percent to Weston as they see fit, 28% back to tourism, and 42% to the CVB. Ermeling would like to discuss who would be managing it. Mike Saunby, President of the Central WI Hotel and Lodging Association presented an endorsement for the CVB asked the Village of Weston to join efforts with the CVB. Daniel Schneider spoke and thanked the village for allowing kids to play rugby at Kennedy Park.

**ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.**

**6. Acknowledge December Budget Status Report- Room Tax Fund**

***Motion by Maloney; second by Yaeger to acknowledge December 2017 Budget Status Report-Room Tax Fund***

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

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

**7. Acknowledge April 2018 Budget Status Report- Room Tax Fund**

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

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

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

**8. Acknowledge Ordinance 18-014 allowing non-Weston residents to service on Tourism Commission as hotel/lodging representatives**

***Motion by Maloney; second by Sukup to acknowledge Ordinance 18-014 allowing non-Weston residents to service on Tourism Commission as hotel/lodging representatives***

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

<u>Member</u>	<u>Voting</u>
Bender, Robert	---
Elliott, Joyce	YES
Ermeling, Barbara (ex-officio)	---

Maloney, Mark	YES
Sukup, Carrie	YES
Yaeger, Richard	YES
Ziegler, Jon	YES

**EDUCATIONAL PRESENTATIONS & REPORTS.**

Nothing to report

**POLICY ISSUES – DISCUSSIONS/RECOMMENDATIONS.**

**9. Approve Room Tax Grant Application for Irishfest Central Wisconsin**

Twenty thousand provided last year and requesting \$20,000 this year. Elliott stated that this does not generate room tax dollars but is more of a quality of life event. It was stated about 15 rooms will be reserved. Elliott asked all four Weston hotels be listed on their website. Sukup questioned the tax donation of \$8,500 last year. There were questions about the donations made and where the money came from. It was stated that it came from beer sales, bike ride food sales, and contributions from the local community (Aspirus, Ascension, Greenheck, Abby Bank). Any extra money is given back to the community as they are a non-profit. Ermeling stated that the \$20K given from room tax should not be used to donate to charities.

***Motion by Maloney, second by Ziegler to approve the Room Tax Grant Application for Irishfest Central WI***

Yes Vote: 4    No Votes: 0    Abstain: 1    Not Voting: 2    Result: PASS

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

**10. Discuss Room Tax**

Maloney wants to sign a contract with the CVB. Maloney wants a 30/70 split but thinks it will be better accepted if we go with a 42/28/30 split. Hodell asked how other room tax applicants would get money and Maloney stated they would still come to Weston. Elliott stated the hotels are troubled with how the money is spent and need to partner with CVB. Yaeger’s concern is why the contract wasn’t signed and wants the reasoning as to why the contract wasn’t signed.

**11. Discuss Food Truck Rally**

Weinkauf stated staff needs more direction. Sparks gave the background on the food truck rally and stated that there is a proposal but no contract. Invoice was paid in March per discretion of Guild but there is no clear direction as to who is responsible for what. Sparks

stated that this is more a Tourism issue than Parks. Osterbrink stated that there is not a signed contract. The original event date of June 24<sup>th</sup> is already cancelled but the question is whether the event should be rescheduled and where.

***Motion by Maloney, no second to cancel the Food Truck Rally. Motion denied.  
Motion by Maloney, second by Yaeger to refer the Food Truck Rally to the Board of Trustees***

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

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

## **RESOLUTIONS/ORDINANCES.**

### **FUTURE ITEMS.**

#### **12. Next meeting date:**

- a. Regular Meeting – Monday, July 2, 2018 @ 6:00pm

#### **13. Topics for future meetings.**

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

#### **14. Remarks from Staff.**

- a. Higgins asked for some direction regarding future topics

#### **15. Remarks from Committee members.**

#### **16. Announcements.**

## **ADJOURNMENT.**

***Motion by Maloney, second by Yaeger 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	---
Elliott, Joyce	YES
Ermeling, Barbara (ex-officio)	---
Maloney, Mark	YES

Sukup, Carrie	YES
Yaeger, Richard	YES
Ziegler, Jon	YES

Elliott adjourned the Tourism Commission meeting at 7:06 P.M.

Sara Pinsonneault, Recording Secretary