

Village of Weston, Wisconsin
OFFICIAL PROCEEDINGS OF THE TOURISM COMMISSION
held on Monday, August 6, 2018 at 6:00 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 6:01pm by Tourism Commission Chairperson Elliott

2. Roll Call by Recording Secretary.

Roll call indicated 5 members present and 1 ex-officio member

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

Village Staff in attendance: Hodell, Pinsonneault, Higgins, Osterbrink, Wodalski and Trittin.
Several audience members present to include Loren White and Dick Barrett of the CVB.

3. Approval of minutes from previous meetings: June 4, 2018

Motion by Maloney; second by Yaeger to approve the June 4, 2018 minutes.

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

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

4. Public Comments.

ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.

5. Acknowledge June 2018 Budget Status Report- Room Tax Fund

Motion by Maloney; second by Bender to acknowledge June 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 | YES |
| Elliott, Joyce | YES |
| Ermeling, Barbara (ex-officio) | --- |
| Maloney, Mark | YES |
| Sukup, Carrie | --- |
| Yaeger, Richard | YES |
| Ziegler, Jon | YES |

EDUCATIONAL PRESENTATIONS & REPORTS.

Nothing to report

POLICY ISSUES – DISCUSSIONS/RECOMMENDATIONS.

6. Approve use of room taxes for Sports Complex Feasibility Study

Osterbrink explained that the Village of Weston is looking at building a sports complex to attract various sporting events. Before the sports complex is built, the Village Board suggested a feasibility study be completed to make sure that it made sense to build a sports complex. RFP's were due by July 27, 2018 and four proposals were submitted to the Village.

The project scope is broken into three parts; site analysis, facilities analysis, and economic analysis. The economic analysis would range in cost from \$20,000-\$40,000, with the maximum contract amount for all phases being \$80,000.

The reason for utilizing room tax is due to regional events that could happen at the complex and increase sports tourism. Osterbrink is inquiring from the commission whether the feasibility study is a good use of room tax dollars. Maloney requested a partnership with Marathon County. Wodalski and Higgins reiterated that they are not approving any contract, but just approving the use of room tax dollars for the Sports Complex Feasibility Study. The RFP submissions will need to be reviewed by staff prior to coming to the Tourism Commission for selection of a firm.

Motion by Maloney, second by Ziegler to approve the use of room taxes for the Sports Complex Feasibility Study contingent on partnering with Marathon County.

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

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

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

7. Approve contracting with the Wausau/Central WI Convention & Visitors Bureau and discuss terms

Maloney questioned why after the contract was approved by the Tourism Commission in August 2017 it never made it to the board. Higgins stated that the contract made it to the board, but it was presented with a recommendation to not go forward with the contract.

Maloney would like the contract to be 42/28/30 and has no problem with the CVB deciding where the money goes but would want transparency from the CVB as to how the money is used unless it presents a legal issue. Maloney asked how the CVB's payroll works as he would not want to see the money used for payroll purposes. Barrett stated the payroll is always shown on the reporting.

The Commission asked for further information on the Meetings Mean Business program. Barrett provided a brief overview of Meetings Mean Business and Elliott explained from the hotel side how important it is to book meeting room space as that means rooms being booked. Meetings Mean Business would be utilized if the split was 45/25/30.

There was discussion regarding the pros and cons of a one-year contracts versus a two-year contract. The Tourism Commission agreed that the split would be 45/25/30 due to the added benefit of Meetings Mean Business with a two-year contract. Of the room tax revenues collected 45% will be forwarded to the CVB, 25% will be held by the CVB but restricted for uses directly related to Weston at the Tourism Commission's discretion, and 30% will be used by the Village of Weston for any use. The two-year contract will be retroactive to January 1, 2018, but the 25% restricted for the Tourism Commission's use will be transferred to the CVB beginning on July 1, 2018, with quarter 3 payments. Additionally, the quarter one payment will be paid in good faith. Trittin requested bringing the contract back to the September meeting to verify all the wording is correct. The contract will go out to commission members prior to the meeting so that everyone has a chance to review the contract wording.

Motion by Maloney, second Bender by to approve contracting with the Wausau/Central WI Convention & Visitors Bureau with a 45/25/30 split and rewording the contract

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

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

RESOLUTIONS/ORDINANCES.

FUTURE ITEMS.

8. Next meeting date:

- a. Regular Meeting – Tuesday, September 4, 2018 @ 6:00pm

9. Topics for future meetings.

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

10. Remarks from Staff.

11. Remarks from Committee members.

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

Elliott adjourned the Tourism Commission meeting at 6:56 P.M.

Sara Pinsonneault, Recording Secretary