

**Village of Weston, Wisconsin**  
**OFFICIAL PROCEEDINGS OF THE TOURISM COMMISSION**  
held on Monday, September 4, 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 6:00pm by Tourism Commission Chairperson Elliott

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

Roll call indicated 6 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	YES
Yaeger, Richard	YES
Ziegler, Jon	YES

Village Staff in attendance: Hodell, Pinsonneault, Donner and Trittin. Several audience members present to include Loren White and Dick Barrett with the CVB.

**3. Approval of minutes from previous meetings: August 6, 2018**

***Motion by Maloney; second by Bender to approve the August 6, 2018 minutes.***

Yes Vote: 6    No Votes: 0    Abstain: 0    Not Voting: 1    Result: PASS

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

**4. Public Comments.**

**ACKNOWLEDGE WORK PRODUCT TRANSMITTALS.**

**5. Acknowledge July 2018 Budget Status Report- Room Tax Fund**

**Motion by Maloney; second by Sukup to acknowledge July 2018 Budget Status Report-Room Tax Fund**

Yes Vote: 6 No Votes: 0 Abstain: 0 Not Voting: 1 Result: PASS

<u>Member</u>	<u>Voting</u>
Bender, Robert	YES
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.**

**6. Approve Wausau/Central WI Convention & Visitors Bureau Contract**

Trittin brought forth questions after reviewing the contract and minutes. Trittin asked for clarification of Commission vs. Board in the contract. Ermeling stated the Village does collection, so it would make more sense to say Commission and/or Board. Page 7 of the contract date states the Tourism Commission will be responsible for all commitments prior to September 5. Trittin wants to make sure September 5 is the agreed upon date and the commission agreed. Hodell asked for clarification on the room tax application and who would administer it. All room tax applications would go to the CVB for approval and could be expedited if needed. Trittin will change section 4b of the contract to reflect this. Maloney suggested educational material go out to past applicants of the room tax grant. Trittin asked the Commission if they wanted more specific requirements for reporting after finding Rothschild's contract is more specific. It was agreed that the reporting should be more detailed to allow for transparency. Barrett would like reporting to be completed on a quarterly basis and would like expenditures to reported within 60 days after of end of a quarter instead of 30 days. Commission agreed with 60 days instead of 30. Barrett asked if the commission would consider approving the contract through 2020 instead of 2019. The commission agreed to have the contract go through 2020.

**Motion by Maloney, second by Ziegler to approve the Wausau/Central WI Convention & Visitors Bureau Contract with modifications as agreed upon above**

Yes Vote: 6 No Votes: 0 Abstain: 0 Not Voting: 1 Result: PASS

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

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

**7. Approve Room Tax Grant Application for 2019 Wisconsin USBC State Tournament Bowling**

Elliott recused herself and turned the meeting over to Maloney. Dale Elliott spoke on behalf of Dale's Weston Lanes and USBC and gave an overview of the tournament and the economic impact. The original request was for \$44,750, but now the request is for \$40,750 in room tax dollars. There was discussion as to whether the Tourism Commission or CVB should approve the request. Maloney suggested to split the cost with the CVB and everyone agreed. \$20,750 will be paid to Dale's Weston Lanes from the Tourism Commission and \$20,000 would be paid by the CVB. The CVB can use Weston room tax dollars to fulfil their portion. Weston Lanes stated they don't need the money until May 2019.

***Motion by Bender, second Ziegler by to approve the room tax grant application for 2019 Wisconsin USBC state tournament bowling by splitting the cost with the CVB, with \$20,750 coming from the Tourism Commission and \$20,000 from the CVB***

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

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

**RESOLUTIONS/ORDINANCES.**

**FUTURE ITEMS.**

**8. Next meeting date:**

- a. Regular Meeting – Monday, October 1, 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. Sports Complex Feasibility Study RFP's

**10. Remarks from Staff.**

**11. Remarks from Committee members.**

**12. Announcements.**

**ADJOURNMENT.**

***Motion by Ziegler, second by Yaeger to adjourn the Tourism Commission meeting***

Yes Vote: 6    No Votes: 0    Abstain: 0    Not Voting: 1    Result: PASS

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

Maloney adjourned the Tourism Commission meeting at 6:48 P.M.

Sara Pinsonneault, Recording Secretary