

TOURISM AND PROMOTION COMMISSION
February 15, 2016



Village President John L. Swisher called the meeting to order at 5:30 p.m. In attendance: Members Laurie Adams, Merisa Nicholson, Brett Perucco, David Rousayne, Prit Soni and ex-officio John L. Swisher. Also in attendance: Administrator Mark Johnsrud.

Statement of Public Notice – This meeting was posted and noticed according to law.

Election of Chairperson

A Rousayne/Adams motion to nominate John L. Swisher as chairperson carried unanimously.

Certification of Code of Ethics Wisconsin Statutes §§19.59 (1)(a) - (d)

Chair John L. Swisher asked if the commission members had read the code of ethics. No Commission members had any questions. Chair Swisher signed the certification on behalf of the commission.

Election of a Vice Chairperson

A Perucco/Nicholson motion to nominate Brett Perucco as vice chairperson carried unanimously.

Election of Secretary

A Nicholson/Soni motion to nominate Merisa Nicholson as Secretary carried unanimously.

Overview of Wisconsin Act 55 – 2015

Johnsrud reviewed Act 55 and the summary of changes to Wisconsin State Stat. §66.0615. Previous to Act 55 the Village Board administered the spending of room tax revenues in accordance with state statute which permitted 30% of room tax funding to go to the Village general fund, 35% supported the Chamber of Commerce and 35% was allocated for tourism promotion and development. The Village Board allocated the 30% general fund amount to the repayment of the construction of the pavilion in Centennial Park and the balance to repay debt service on the community center and community signage.

Act 55 changed the spending authority from the Village Board to either a tourism entity or a tourism promotion commission. The Village Board adopted an ordinance to create a tourism and promotion commission. Tourism promotion and development is defined as marketing and promotion of tourism and activities that are reasonably likely to generate paid overnight stays.

Review of Ordinance 10-15

Johnsrud reviewed the organization of the Tourism and Promotion Commission. The commission provides oversight of the funding collected by the Village room tax ordinance which collects 8% from one establishment being Comfort Inn and Suites. The Days Inn while on the edge of the Village is in the Town of Farmington which does not collect room tax and is not under the authority of the Tourism and Promotion Commission.

The commission does not actually spend room tax funding but provides approval, oversight and accountability to other individuals or organizations which plan and implement tourism promotion and development to promote transient tourism and/or is reasonably likely to generate paid overnight stays.

Christine Amunlar of Comfort Inn and Suites questioned the accountability of activities if the hotel is already booked for the time of the event and not likely to generate overnight stays due to no vacancy.

Johnsrud said that Act 55 of State Stat. § 66.0615 does not require accounting of each overnight stay and is not a requirement of any expenditure of room tax by the commission. Any expenditure that is reasonably likely to generate overnight stays is the requirement.

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2016 Budget

Johnsrud reviewed the 2016 room tax budget. \$63,000 is budgeted for expenditure by the commission for 2016.

Discuss Process for Room Tax Funding Requests

Chair Swisher stated that a letter to tourism entities should be sent to request proposals for room tax expenditures in 2016.

Rousayne mentioned that an outline or form could be completed to ensure compliance with the state statute which can be placed at the top of the form. The commission can then use the outline or form to help the commission determine eligibility.

Commission requested that staff prepare a cover letter and form to be solicited from organizations to include the Historical Society, Johnson Creek Chamber of Commerce, Fireman's Festival, American Legion, Johnson Creek Neighbors to Neighbors, Crossroads Church, St. John's Lutheran Church, Saint Gabriel the Archangel Parish, Rob's Performance Motorsports and Vetro Winery and to invite proposals to the next meeting date(s).

Set next meeting date

Commission scheduled next meeting for February 29 at 5:30 p.m. at the Comfort Inn and Suites and April 4th at 5:30 p.m. at the Community Center.

Adjourn

A Perucco/Swisher motion carried to adjourn at 6:39 p.m.

John L. Swisher Chair -Tourism and Promotion Commission

Disclaimer: These minutes are uncorrected; any corrections made thereto will be so noted in the proceedings at which these minutes are approved.