

TOURISM AND PROMOTION COMMISSION
December 5, 2016



Chairperson John L. Swisher called the meeting to order at 5:32 p.m. In attendance: Members Laurie Adams, Merisa Nicholson, Brett Perucco, David Rousayne and ex-officio John L. Swisher. Absent and excused: Vishal Patel. Also in attendance: Administrator Kyle Ellefson and Trustee Steve Wollin.

This meeting was posted and noticed according to law.

Public Comment – None

Swisher asked Administrator Ellefson to provide a brief explanation regarding the Commission's need for the budget and related information. Ellefson mentioned the Commission is held accountable for the expenditures of Room Tax funds, and there are limitations on how the funds can be spent. Ellefson said the Commission needs enough information so they can determine the funds are appropriately planned and spent; and are reasonable in nature; and are likely to result in additional paid overnight stays at the room tax collecting lodging facility.

2017 Chamber of Commerce Grant. Mike Wendt presented the Chamber of Commerce's Tourism and Promotion grant budget component. Wendt explained that the total budget for the Chamber was \$75,000, with \$39,000 coming from the Chamber revenue sources and \$36,000 coming from the Tourism grant. Wendt explained that some of the previous year's membership revenues were prorated for mid-year memberships, so the numbers may appear off, but are accurate. Wendt said the Chamber was also conservative with their budget revenue numbers, because they do not want to overestimate and have a loss. Swisher mentioned to the Chamber that if there was an interest in the future to reduce their overall rent cost, the Village was still willing to consider providing a fully reimbursed office at the Community Center. Included in the Tourism portion of the Chamber's budget were the line items Chamber Administrative Fees, Tourism Marketing Fees, and Tourism and Promotion-Misc. Wendt explained the Chamber Administrative Fees included the Chamber Board member's time and other expenses related to providing this service such as auditing and monthly meetings of the Chamber Board. Wendt explained the Tourism and Marketing line included expenses related to other events and conferences that might come up, like hotel rooms and mileage, but there was not a detail of how the money was planned to be spent. Wendt explained Tourism and Promotion – Misc line was a "plug number," used to balance the revenues and expenditures out. Swisher asked if the Chamber was requesting payment of \$34,294, since that was the listed on Page 3 of their budget as the total Tourism and Promotion expenditures. Wendt said the Chamber was requesting \$36,000. Wendt then reviewed the budget and indicated he saw there were not \$36,000 in tourism expenses listed, and indicate the Chamber was asking for about \$34,000. Swisher mentioned that he would prefer the Chamber return for individual grants for specific events or projects, instead of including it without explanation in this grant. Adams pointed out that the \$36,000 grant request includes about \$12,500 in undefined or gray area expenses. Swisher commented that he would like to see occupancy rate measurements from the hotel to measure if there are additional stays being generated. Chamber Director Vetrano explained her action plan, and how those activities assisted tourism in Johnson Creek. Swisher indicate he would like to see the grant approved with the non-specific funds removed from the budget and grant, including the Administrative Fees line and the Tourism and Marketing line being removed. Wendt suggested that if there are concerns on specific lines, the Chamber could remove the questionable items. Swisher observed that would be a fair compromise. Ellefson indicated that the grant request of \$34,294 would be reduced to \$21,794 if the Commission eliminated the \$12,500 from the undefined expenses. It was noted that the Chamber could approach the Commission with specific tourism grant proposals in the future that might cover some of the eliminated funding. Swisher said if that was the case the Commission could vote to award the grant, contingent on the Chamber submitting a budget without the questionable expenses included. Swisher said he would also request the tourism grant contract include a requirement for the Chamber Director to report about

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Chamber tourism activities and progress towards the goals at each quarterly meeting of the Commission, including an accounting of the hours she works on tourism.

Rousayne moved and Adams seconded to approve the 2017 Chamber of Commerce Tourism Grant in the amount of \$21,794, to be issued once a new Chamber budget reflecting the removal of the undefined expenses is presented to the Village Administrator, and a contract including work hour documentation and quarterly reports to the Commission is signed. On a roll call vote, the motion carried unanimously, with Nicholson abstaining.

Determine Next Meeting Date – Will determine quarterly meeting dates in the new year

Adjourn

A Perucco/Rousayne motion carried to adjourn at 7:14 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.