



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

MULTI-PURPOSE ROOM

Monday, May 16, 2022

CITY HALL, 700 EDISON STREET

8:00 AM

Call to Order

Discussion and Action May Occur on Any of the Following Agenda Items:

1. Approval of the Minutes from the April 20, 2022 Meeting
2. Funding Request of \$5,000 for Langlade County Fair to Advertise a National Entertainer

CLOSED SESSION

1. Closed Session: Pursuant to Section 19.85 (1)(e), Wisconsin Statutes, and upon Proper Motion, the Commission will Convene into Closed Session to Discuss the Expiration of the Three-Year Agreement and Establish Parameters to Decide on Funding Beyond the May, 2023 Contract Date. Upon Completion of Discussion in Closed Session, the Commission will Reconvene into Open Session to Act on Matters Discussed, If Necessary, and Proceed with the Regular Order of Business

Any Other Matters Authorized by Law to be Considered

Adjournment

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact Cheryl Barta, 700 Edison Street, Antigo, Wisconsin 54409. (715) 623-3633 extension 100. Members of and possibly a quorum of members of other governmental bodies may be in attendance to gather information. Any governmental body other than that specifically referred to above will take no action.

DATE MAILED: May 11,2022

TOM BAUKNECHT

**CITY OF ANTIGO
HOTEL MOTEL COMMISSION
MINUTES OF MEETING HELD
APRIL 20, 2022**

Hotel Motel Commission of the City of Antigo met in Regular Meeting on the above date at 8:30 AM in the Multi-Purpose Room, City Hall, Ward 4 Tom Bauknecht presiding.

Attendee Name	Title	Status	Arrived
Tom Bauknecht	Ward 4	Present	
Brady Koss	Member	Present	
David West	Member	Present	
Tom Quinlan	Member	Present	
Gordon Neve	Member	Present	

Others in attendance: Mark Desotell, Director of Administrative Services; Angie Close and Keri Beck, Langlade County Economic Development Corporation; Deena Grabowsky, Antigo/Langlade County Chamber of Commerce and Visitors Center; Mayor Bill Brandt; Kaye Matucheski, Clerk-Treasurer/Finance Director; and Cheryl Barta, Administrative Assistant.

Discussion and Action May Occur on Any of the Following Agenda Items:

1. Approval of the Minutes from the February 2, 2022 Meeting

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Brady Koss, Member
SECONDER:	David West, Member
AYES:	Bauknecht, Koss, West, Quinlan, Neve

2. Antigo Lions Club Funding Request of \$7,860 for Advertising Expenses for the June Off-Road Races

Kaye Matucheski, Clerk-Treasurer/Finance Director, provided a memo regarding a fund raising request of \$7,860 for advertising expenses for the June Off-Road Races.

Angie Close, Langlade County Economic Development, explained that the information she was providing from Zach (Zagar) as well. Ms. Close reported the Lions Club was awarded a \$20,000 Joint Effort Marketing (JEM) grant and the total of their marketing budget is going to be \$49,154 for advertising for the race. She also explained what updates would be made to the Economic Development websites as well.

Ms. Close reported that the Antigo Lions Club is requesting \$7,860 to help with other advertising. Ms. Close stated that these funds would be from the reserve balance of \$64,670. She asked if the same criteria needed to be met from the reserve fund, like the 100 mile radius or if the funds could be used for event banners, etc.

Ms. Matucheski reported that she does not know of separate requirements, so the same criteria needs to be met.

Mr. West questioned the 100 mile radius restriction but Ms. Matucheski reported that the 100 mile radius was something the Commission had made a requirement and stated that as long as there is not a State Statute, the Commission can change that requirement.

Ms. Close reported that of the \$32,434 the Lions Club will be spending, \$20,000 of that will be spent outside of the area.

Upon Alderperson Bauknecht's inquiry about retaining someone to handle publicity, Ms. Close reported there is a marketing meeting that evening and basically NRG Media is handling the advertising part of that because Duff Damos actually handles all of Crandon racing advertising.

She also reported the Antigo Lions Club also has a media person that was hired for the race series that they will be working all together with.

Ms. Close reported the racers will park their cars downtown and she believes there will be a band. Mr. Desotell added there will be a parade of racers from the fairgrounds over to Clermont Street and into the downtown area. He also reported a band has already been hired. He reported they are working with the Antigo First Group.

Ms. Close reported that the advertising will start within the next two weeks. Ms. Close explained how the Geo-Tracking works.

Upon Mr. Neve's inquiry on the term of the JEM grant, Ms. Close reported for a new event, if it is awarded, it can be for 3 years that you can apply for. She added the grant is at 75% the first year, 50% the second year and 25% for the third year. Last year was the first event so the Lions Club can apply for the second and third year.

Upon Mr. Koss' inquiry of understanding how the reserve fund works, Ms. Matucheski reported that there are no funds being added to this account and eventually the reserve fund will disappear (be depleted).

Ms. Close reported there may be a new event coming to the Fair on Thursday night that may be a draw of people from outside of the area that she may request more funds.

Motion to approve the Antigo Lions Club funding request of \$7,860 for advertising expenses for the June Off-Road Races.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	David West, Member
SECONDER:	Brady Koss, Member
AYES:	Bauknecht, Koss, West, Quinlan, Neve

Any Other Matters Authorized by Law to be Considered

Aldersperson Bauknecht inquired about scheduling a meeting in June. Ms. Close reported she may need to request a meeting in May if something comes up. Ms. Matucheski reported a meeting will need to be held in June to address the agreements.

May 18, 2022 at 8:30 AM scheduled for the next meeting. (Note meeting changed to May 16, 2022 at 8:00 AM.)

Adjournment

- Motion to:** Adjourn at 8:47 AM

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Brady Koss, Member
SECONDER:	Tom Quinlan, Member
AYES:	Bauknecht, Koss, West, Quinlan, Neve

Tom Bauknecht, Chairperson

Date

Attachment: Hotel Motel Draft 4-20-22 Minutes (5545 : Minutes)

CITY OF ANTIGO
HOTEL/MOTEL ROOM TAX COMMISSION
APPLICATION TO SOLICIT FUNDS

Name of Application Organization: Lan glade County Fair

Project Title: Lan glade County Fair

Total Cost of Project: \$ 200,000

Amount requested from Room Tax Commission: \$ 5,000

Matching Funds: \$ _____

Estimated project start date: May 1 2022 Estimated completion date: July 31, 2022

(Check all that apply)
Business Organization: Corporation _____ Partnership _____ Non-Profit X Tax Exempt _____

Person in Charge of Project: Rhonda Klement
Address: N3507 Hill Rd E-mail Address: Rhonda@lan glade County Fair, Inc
City: Antigo WI 54409 State: WI Zip Code: 54409
Home Phone: 715-216-2356 Business Phone: Sam

1. Is this a first time event? Yes _____ No X If yes, skip to # 4

2. Was the event successful in the past? Yes X No _____ If no, go to # 2

3. By what measurement was the event successful?
National Exposure _____
Regional X
Tourism X
Local Attendance X
Estimated Local Attendees 10,000
Total Event Attendance 20,000

4. Are the beneficiaries:
Youth X
Adults X
Seniors X
FFA also using as a fund raiser
Optimists
Phlox & H
Center Court Club
EIKS Club

5. Does the event have an admission charge? NO
If yes, how much? \$ _____

6. Is there a discount or waiver for youth? NO
If yes, how much? \$ _____

7. Did the event create a profit? yes
If yes, how much? \$ average \$20,000 to \$30,000 per fair only

Attachment: Lan glade Co Fair Donation Request to Hotel-Motel Coverage Maps (5541 : Funding Request for Lan glade Fair)

- 8. How much time will a visitor spend at your attraction? 5-8 hours multiple days
- 9. Project number of overnight stays visitor attraction will generate in Antigo: 20-30 fair purchases
8-10 rooms a year for performers
- 10. Will the profit be re-invested in the community? yes
If yes, where and when?
Youth organizations can apply for grants through the fair for activities or projects. Also available for senior groups
If no, do you expect positive net earnings in the future?
X
- 11. Are any directors, volunteers, or board members provided compensation or reimbursement from a City donation or event proceeds? yes Coordinators & Treasurer receive stipends equaling under \$10,000 total
- 12. Will the City be expected to provide future support?
If yes,

Cash	<u>NO</u>
Police	<u>NO</u>
Fire/EMS	<u>yes</u> - we pay for our ambulance needs.
Utility	<u>no</u>

Detailed description of the project: (if necessary complete on separate sheet)

A day event with family emphasis. Youth & Adults exhibiting animals & projects for premiums. Increase Agriculture education with various exhibits. Showcases Business in commercial building along with county/city programs. Brings entertainment to pull spectators from outside area

Describe where the project will be marketed and how the project would be marketed to the visiting public:

This year larger entertainment, Charlie Favers will be highlighted in all advertising. Being a national act will draw from outside our local area. Advertising will have higher concentration outside of local area. using Facebook, website traffic. Website will be linked to Charlie's touring page

Required Enclosures (Check below if include):

- Completed Application
 - Project Budget
 - For Non-profit organizations--attach a copy of minutes approving the project and proof of non-profit status
- More print in valley area along with radio having a higher concentration in Eagle River, Minnig areas also

Guanda Blum

Signature

Title

Date

5-5-22

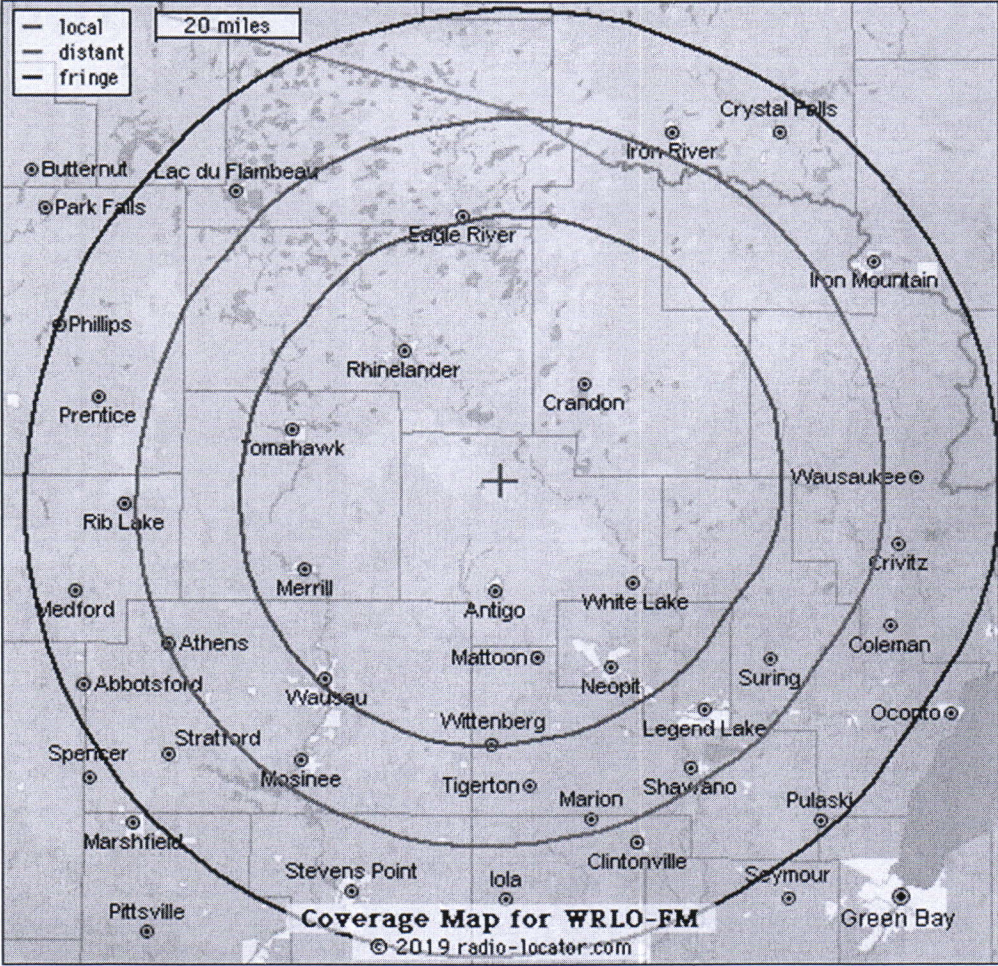
For Office Use Only	
Date of Event:	_____
Amount of Grant Approved: \$	_____
Date Check Disbursed:	_____
Date Copies of Documentation Rec'd	_____
(To be received within 30 days of event)	

Side note * Sprint car races & Demo were sold out shows in 2021. Many spectators travelling here to support racer & demo drivers which are not local.

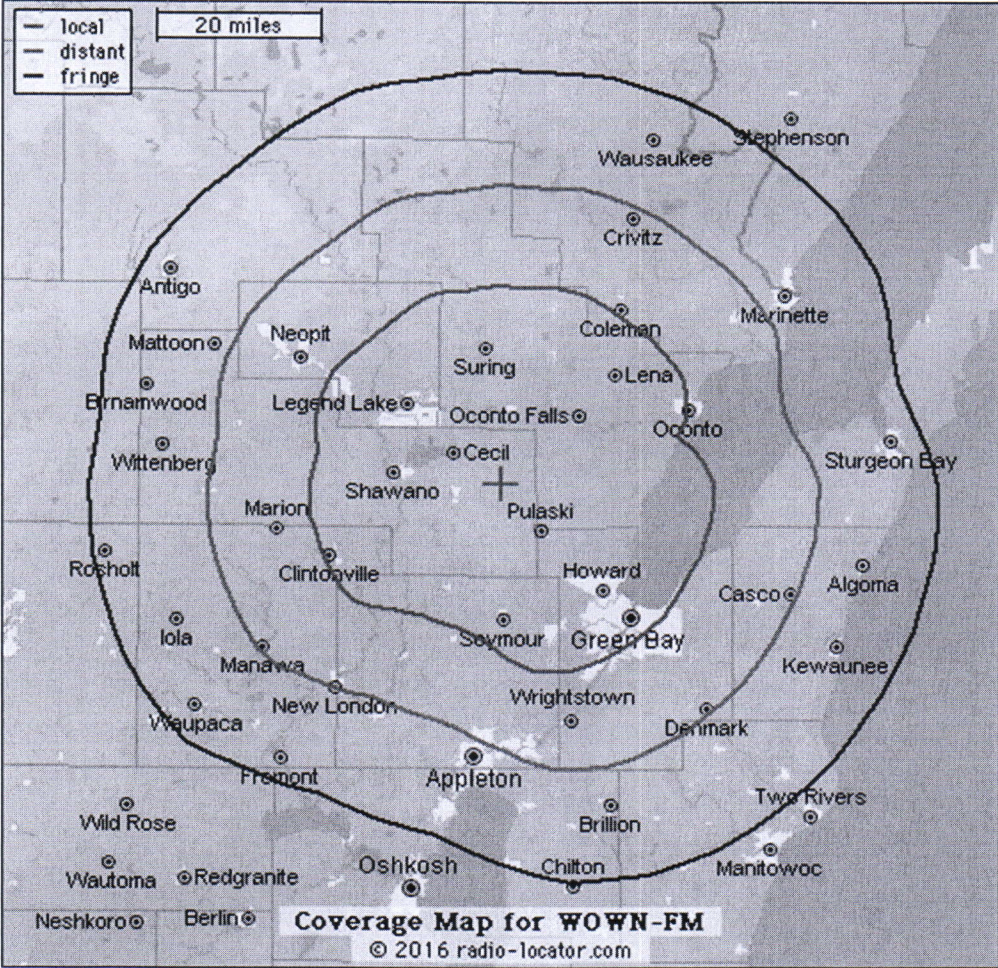
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2022 Hotel Motel	
Rural Route Magazine (group of carnivals)	\$100
Chamber booklet	\$350
Shopper Wausau 349, merrill 349, New London 329, Rhineland 329, Green Bay 308. Run 2 x's	\$3,328
Rhineland WRLO	\$1,200
Shawano Frog Country	\$1,000
Market Messenger Shawano	\$190
Facebook	\$1,000
Brochures mailing to fox cities, Wausau, green bay, Marshfield, Shawano, Clintonville, Minocqua, new London Rhineland, and eagle river chambers	\$500
Website	\$3,000
Total	\$10,668

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