

CITY OF ANTIGO
HOTEL MOTEL COMMISSION
MINUTES OF MEETING HELD
MAY 30, 2018

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	
Bill Brandt	Mayor	Absent	
Deena Grabowsky	Member	Present	
David West	Member	Present	
Tom Quinlan	Member	Absent	
Leah Antoniewicz	Member	Present	
Cathy LeBrun	Member	Present	

Others in attendance: Rhonda Klement, Langlade County Leaders Association; Rick LeBrun, TK Motorsports; and Jaime Horswill, Utility/Clerical Assistant.

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

1. TJ Motorsports 2018 Funding Request for Monster Truck Shootout

Cameron Miguez, TK Motorsports, submitted a Hotel/Motel Room Tax Commission Application to Solicit Funds in the amount of \$2,500. This is a different party than who put the show together last year. This event did create a profit with approximately 3,500 attendees. Any profit from the event will be reinvested into a show for next year. They do use local businesses as vendors to help support the local community.

The application further noted that the event is a two night monster truck show with four to five monster trucks plus quad racing. It usually includes a pit party prior to the event. For local advertising they will be using Antigo radio and newspaper as well as social media. Surrounding areas will be with print, social media, and possible radio.

Alderperson Bauknecht questioned if this request would qualify as the application advised that they will be utilizing local media and does not state they will go beyond the 100 mile requirement.

Alderperson LeBrun was present for the meeting and advised that he was there to speak on TK Motorsports behalf. These are new people, the old promoter skipped out on everyone. TK Motorsports has picked this up short term. Alderperson LeBrun is one of the sponsors of this event and told TK Motorsports about the Hotel Motel Commission. The plan is that TK Motorsports will purchase an additional \$5,000 in advertising in Appleton, Green Bay, Eau Claire and Wisconsin Rapids areas if this is approved. The local advertising is set, this amount would be in addition.

Upon inquiry by David West, Alderperson LeBrun advised that this information is not included on the application as he sent the application to TK Motorsports and did not give any instructions. This is what he received back.

Upon inquiry by Leah Antoniewicz, Alderperson LeBrun advised that last year there was no advertising and they almost sold out the grandstand. There is a possibility of a lot of hotel nights. The event is Friday and Saturday, June 29-30, 2018. He knows that Super 8 was booked. The only advertising was facebook and the Antigo radio station. This is the only event of this kind in Wisconsin.

Upon inquiry by Deena Grabowsky, Mr. West was unsure what bookings were at the Holiday Inn.

Motion to approve the TK Mortorsports request up to \$2,500 of approved verifiable advertising outside of the 100 mile radius for the Monster Truck Shootout.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	David West, Member
SECONDER:	Cathy LeBrun, Member
AYES:	Bauknecht, Grabowsky, West, Antoniewicz, LeBrun
ABSENT:	Bill Brandt, Tom Quinlan

2. Langlade County Leaders Association 2018 Funding Request for Langlade County Fair

Rhonda Klement, Langlade County Leaders Association, submitted a Hotel/Motel Room Tax Commission Application to Solicit Funds in the amount of \$8,500. This event does create a profit with numerous non-profit organizations utilizing the fair as a fundraiser for local programs, scholarships and community events. 10,000-15,000 people typically attend this event.

The application further noted that this is a five day event to bring families together to spend quality time. The youth, adults and seniors can showcase their projects to be judged. They are also working on creating "Did You Know" stations to educate the public about agriculture and our area history. They are concentrating advertising outside the 100 mile radius of Antigo. This was done last year and they saw increased attendance to grandstand shows and overall fair. The sprint races and demo have people attend from the Valley, Upper Michigan, and Tomahawk area.

Ms. Klement also provided a memo noting that the county fair is held every year as a fundraiser for 4-H. The fair, for the most part, is run by volunteers. To help keep the fair affordable they are asking the Commission to approve this application to help offset costs of advertising. They will be bringing back the IRA Sprint Car races on Friday night. This is the sixth year featuring this event. The sprint car drivers along with family, friends and pit crew travel for this race from all over Wisconsin. Many stay in hotels, purchase gas, and eat at restaurants in the area before and after the race. The spectators traveling with the race circuit from Michigan, Illinois and lower Wisconsin also utilize these services. They had over 1,700 spectators last year for this one event. To increase attendance for the races and the overall fair they will be expanding their advertising coverage areas. They are utilizing a billboard on the south end of town again this year to catch attention of travelers heading north to cottages and other destinations. They also want to increase coverage to a broad range of the public by utilizing Facebook boosts on a weekly basis. They revamped their website to allow for better search engines. They are also advertising on the Langlade County Recreation Map and in the Up North Action Magazine for three months. This magazine will be doing a feature story on the fair in one of the publications. Ms. Klement provided a breakdown of where advertising dollars will be spent in 2018:

Radio	\$3,000
Print	\$8,965
Website	\$1,500
Facebook	\$600
Billboard	\$2,400

Upon inquiry by Mr. West, Ms. Klement advised that the request last year was for \$7,000. They increased the website, advertised in the recreation map and in the Up North Magazine, as well as a larger billboard.

Mr. West advised that the fair is one of the biggest draws for Holiday Inn for the whole year as far as overnight stays.

Ms. Grabowsky commented on the print that was given to the members to which Ms. Klement noted that this advertising for print includes everything they do. She only turns in the receipts for reimbursement that qualify and are over the 100 mile radius. Ms. Klement noted that the Wausau Shopper reaches Abbotsford as well as the Merrill Shopper. The biggest thing is the Sprint Car race. There were over 1,700 people in attendance for this one event.

Ms. Klement also noted that these amounts are the minimum amounts. As the event draws closer, they throw more money into advertising for certain events.

Upon inquiry by Ms. Grabowsky, Mr. West noted that he has at least 50-75 room nights at the Holiday Inn alone.

Ms. Klement noted with the new website, starting next year, you will be able to purchase tickets online instead of standing in line.

Ms. Klement advised that besides the 4H organization there are six other non-profit organizations that utilize the fair as a fundraiser. Those six non-profit organizations shared a \$100,000 profit last year that stayed in our community.

Upon inquiry by Alderperson Bauknecht, Ms. Klement advised that the rent was raised \$25 per spot this year as it has not been raised in 14 years. The rent for five days is \$150 per spot. You cannot get this price at any trade show. At times you can pay up to \$400 for six hours at a trade show. The Langlade County Leaders Association costs are increasing as it is getting difficult to find volunteers.

Motion to approve the \$8,500 funding request for 2018 from the Langlade County Leaders Association for the Langlade County Fair.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	David West, Member
SECONDER:	Leah Antoniewicz, Member
AYES:	Bauknecht, Grabowsky, West, Antoniewicz, LeBrun
ABSENT:	Bill Brandt, Tom Quinlan

Any Other Matters Authorized by Law to be Considered

NONE

Adjournment

1. **Motion to:** Adjourn at 8:47 am

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Deena Grabowsky, Member
SECONDER:	Leah Antoniewicz, Member
AYES:	Bauknecht, Grabowsky, West, Antoniewicz, LeBrun
ABSENT:	Bill Brandt, Tom Quinlan

Tom Bauknecht, Chairperson

Date