



# CITY OF ANTIGO

## HOTEL MOTEL COMMISSION MEETING

COUNCIL CHAMBERS

Wednesday, June 25, 2025

CITY HALL, 700 EDISON STREET

8:30 AM

### Call to Order

### Minutes Approval

1. Approve Minutes for the March 5, 2025 Meeting

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

1. Election of Officers for 2025-2026 - Chairperson, Vice Chairperson, and Secretary
2. Antigo Lions Club Off Road Races Application To Solicit Funds
3. Discussion and Possible Action on Contracting with a Tourism Entity and Funding
4. Discussion on the Function of the Hotel/Motel Tax Commission

### 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 clerk treasurer's office, 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: June 19,2025

THOMAS BAUKNECHT

**CITY OF ANTIGO  
HOTEL MOTEL COMMISSION  
MINUTES OF MEETING HELD  
MARCH 05, 2025**

Hotel Motel Commission of the City of Antigo met in Regular Meeting on the above date at 8:30 AM in the Council Chambers, City Hall, Temporary Chairperson Tom Quinlan presiding.

Attendee Name	Title	Status	Arrived
Bill Brandt	Council President	Present	
David West	Member	Present	
Tom Quinlan	Temporary Chairperson	Present	
Gordon Neve	Member	Excused	
Chet Haatvedt	Member	Present	

Others in attendance were: Karin Derauf, City Administrator; Shannon Smith, Administrative/Clerical Assistant; Michael Winter, City Attorney; Keri Beck, Langlade County Economic Development Corporation (LCEDC); Angie Close, LCEDC; Deena Grabowsky, Antigo/Langlade County Chamber of Commerce & Visitor Center (Chamber); Mark Edwards, Alderperson Ward 5; Rhonda Christian; John Christian and Rick Montgomery.

### Minutes Approval

1. Approve Minutes from January 22, 2025 Meeting

Motion to Approve Minutes from January 22, 2025 Meeting

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Bill Brandt, Council President
<b>SECONDER:</b>	Chet Haatvedt, Member
<b>AYES:</b>	Bill Brandt, David West, Tom Quinlan, Chet Haatvedt
<b>EXCUSED:</b>	Gordon Neve

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

1. Antigo/Langlade County Chamber of Commerce & Visitors Center Presentation on 2024 Tourism Efforts

Deena Grabowsky, Chamber, gave her PowerPoint presentation highlighting 2024 accomplishments and outlining her plan for marketing and promoting Langlade County in 2025. Ms. Grabowsky noted the 2024 Visitors Guide had impressive distribution both in print and digital views. She also noted 10.9% increase in Facebook engagement and noted a growing following on Instagram, both social media outlets being used to promote Langlade County tourism. Ms. Grabowsky noted the comprehensive three season photo shoot as well as a video crafted to showcase the beauty of Langlade County.

Ms. Grabowsky provided statistics on the 2024 Visitor Guide distribution including digital views and printed copies distributed. She stated the Chamber had booths at eight different Sport Shows and Expos in 2024. Ms. Grabowsky provided 2023 Langlade County Tourism Economic Impact numbers showing a 7% increase in total economic impact, 7.3% increase in direct visitor spending and 6.2% increase in tax revenue.

Ms. Grabowsky noted the 2024 Antigo signature events like Sip & Stroll Wine Walk, Fourth of July Parade, Customer Appreciation Celebration, Red Hot Chili Peppers Chili Cook Off and the Christmas Parade, attract visitors from far and wide and play a key role in promoting Antigo as a vibrant and welcoming destination.

Ms. Grabowski provided a breakout of 2024 Marketing Expenditures across a variety of

campaigns including digital, social media and distribution of visitor guides, totaling \$60,100.00 noting \$26,388.90 of that is Hotel/Motel Room Tax.

Ms. Grabowsky stated with a streamline budget of approximately \$26,000, her 2025 strategy emphasizes high impact initiatives by prioritizing targeted digital campaigns, leveraging social media and establishing strategic partnerships for cross promotions.

The 2025 marketing budget is \$67,800, which includes \$26,000 of room tax funding. Ms. Grabowsky stated they meet the 51% rule in compliance with the state statute ensuring a responsible allocation of tourism dollars.

She noted she is requesting an increased budget for 2025 to expand their reach. Ms. Grabowsky stated with additional resources for market research they can refine their messaging campaign for the maximum impact. She is requesting a budget of \$94,000 including room tax funding for Langlade County.

Ms. Grabowsky further explained initiatives to increase tourism such as biking and geofencing. She also noted membership with Destination Wisconsin, Guest Quest, and Spectrum Reach. In 2025, plans include podcasting and hosting Travel Wisconsin members.

In 2024, in partnership with LCEDC, the Chamber purchased visitor guide racks for the county. She stated the racks are ready to go, the budget includes funding for additional visitor guides to be purchased to fill the racks.

Ms. Grabowsky stated the Chamber has attended several Travel shows in collaboration with Lincoln County Chamber of Commerce.

Ms. Grabowsky, on behalf of the Chamber, thanked the City for the opportunity to market and promote Langlade County and look forward to continuing collaboration efforts and impacting the promotion of Langlade County.

## 2. Langlade County Economic Development Corporation Presentation on 2024 Tourism Efforts

Keri Beck, LCEDC, presented a review of 2024. Ms. Beck stated LCEDC received \$79,016.90 for destination marketing in 2024 from room tax dollars. She stated their two main assets are their website and their Langlade County Welcome Center. Ms. Beck noted her presentation was very short as she was asked to give a short presentation overview.

She stated the County of Trails website, [langladecounty.org](http://langladecounty.org), had 69,294 visitors and 155,170 page views. Ms. Beck stated they have added the links to the trail maps to any listings that talk about the trails so they can be printed or used on phones. They have contact management to add, move or remove pages on the website for better target marketing. Ms. Beck provided website analytics, noting mobile use has increased and computer users have declined. She noted stay page visits are down slightly and hotels in the county are identified on the map.

Ms. Beck noted 322 people requested information in 2024, with 1,083 items having been mailed out including Visitors Guides, Recreation Maps, ATV/UTV Maps and Snowmobile Maps. She also stated in 2024 the Antigo-Langlade County Welcome Center had 3,247 people visit including regular visitors, school tours and Santa visitors. Ms. Beck noted 2,320 items of information were taken from the Welcome Center, noting 84 more items than 2023.

She stated for social media marketing the Facebook page had a gain of 505 followers with most being outside the 100 mile radius and a gain of 64 Instagram followers which are more local.

Ms. Beck noted they pay \$200 a month for Facebook ads; however, these ads will not be seen in this area as they are target marketed outside of the area to attract visitors. Ms. Beck gave examples of different social media, TV, billboard and printed advertisements.

She noted LCEDC created an updated Langlade County Recreation Map that is printed and

available on the website with interactive go to icons.

She noted that non-profits can also apply for marketing funding to advertise their area events outside of the 100 mile radius of Antigo. There were three organizations that were reimbursed in 2024.

Ms. Beck noted the collaborative efforts with multiple organizations including Wolf River Scenic Byways, North Central Wisconsin Tourism Partnership (ITBEC) and Travel Wisconsin. They also collaborate with the Ice Age Trail and Langlade County Historical Society. She also noted the continued branding of Langlade County as the County of Trails.

### 3. Discussion, Review, and Possible Action to Approve a Tourism Entity

Mr. Quinlan noted at the last meeting the Commission wanted to clear up if there should be one tourism entity or if there can be two entities.

Mr. Haatvedt stated 66.75 (1m) (b)(4) clearly states a commission shall contract with one tourism entity in the zone. He stated the intent of the statute and hotel/motel tax is to identify a zone where the tax is collected and use funds to market the zone to put heads in beds. Mr. Haatvedt noted he feels the commission needs to focus on the Hotel/Motel Zone (City of Antigo) and not the whole county. He stated after some research the City is the only Commission with two entities.

Alderson Brandt stated in order to get heads in beds, there needs to be advertisement of county wide activities not just the City of Antigo. He stated the money that is collected for the hotel/motel tax comes from three hotel/motels that contribute to the Room Tax. Alderson Brandt stated when the City was sued, it was brought to the City's attention that there should only be one entity and if there is another entity bringing in tourism from over 100 miles away they should bring their funding request to the one appointed tourism entity and that entity will review the request. He noted the city only has one entity within the city limits, LCEDC and he feels the Chamber can request money from the entity when they are working on tourism for City of Antigo. He noted the Chamber puts out the visitor guide late.

Alderson Edwards stated he spoke with several different Chambers about visitor guides and January is when they are getting their guides out.

Alderson Brandt noted one year the LCEDC put out the visitor guide in December with updates and were able to get into Northwoods Visitor Guides for free wider distribution.

Karin Derauf, City Administrator, questioned who the tourism entity is usually. Mr. Haatvedt stated usually the Chamber or Visitor and Convention Bureau.

Mr. Haatvedt stated he would like to focus on the Commission's responsibility under the statute, to ensure the money that is collected in our zone is used to promote additional heads in beds in our zone. He noted campgrounds are getting promoted, that is not putting heads in hotel/motel beds. Mr. Haatvedt stated he has concerns about the funds being spent as the statute states with 51% of overall revenue budget being spent on the zone getting heads in beds.

Angie Close, LCEDC, stated marketing as the County of Trails, with tag lines like Come for the Trails Stay the Night, with direct links to their Stay page with Antigo hotels being highlighted. The Air BnB's are now included in the room tax collection. Ms. Close stated the LCEDC does the destination marketing, they do not put on the events. She noted that LCEDC markets outside the 100-mile radius to bring in tourism. Ms. Close stated the state statute states the commission itself can be the entity.

Michael Winter, City Attorney, noted the Commission can be the entity if an entity has not been contracted. Attorney Winter further stated the City has been operating under the agreement reached during the mediation for the lawsuit from the Chamber. The agreement reached was

50/50 for three-year time period, stating the Commission could appoint one entity after that.

Aldersperson Brandt stated LCEDC does more than just tourism so the 51% needs to be looked at. Mr. Haatvedt stated that he believes it is based on overall revenue. Ms. Close stated they are audited yearly and would be happy to find time to go over the audit with the Commission.

Mr. Haatvedt has concerns with being outside of the three-year time period. Attorney Winter addressed the agreement that allows the Commission to extend beyond the three-year period.

Ms. Close stated Oconto County's Economic Development is the tourism entity for the City of Oconto, even though they have appointed an entity, the Commission is in charge of the dollars. The entity has to go to the Commission with a marketing plan and ask for funding. She noted there are many different avenues. Ms. Close stated having one website, one visitor center and no competition would be the best for the City of Antigo and Langlade County.

Mr. Haatvedt stated as a Commission member, he is concerned with the zone that produces the hotel/motel funding and making sure the funding is spent to bring tourism to the zone.

Mr. Quinlan stated a few years back the commission went into closed session and voted to make LCEDC the tourism entity but still distributing funds to both entities. Ms. Grabowsky stated that the decision was reversed when the administration and commission members changed. Ms. Grabowsky stated the commission moved forward with having two entities.

Mr. Haatvedt recommends tabling the issues to allow for research of what was done in the past. He also noted there will be Commission appointments in April after the election and that Commission should make the final decision.

Ms. Close stated she had the minutes from the July 31, 2024 meeting, she noted there were closed sessions, but no action taken in open session from the closed sessions. Ms. Close noted there was no action to reverse the decision of one entity in the meeting Ms. Grabowsky referred to according to the minutes.

Mr. Haatvedt reiterated the Commission needing to determine one entity and appointing the remaining 25% of funding. Ms. Close stated she would like the role of the Commission to the entity to be reviewed with the commission members.

Ms. Close questioned Attorney Winter about the previous agreement, in the past it was a six month notification to change the entity.

Mr. Haatvedt would like to table the issue of entity appointment indefinitely until a new Commission is in place. Ms. Derauf recommended tabling until May with the new Commission after the election which could change the Mayor and Alderspersons.

Aldersperson Brandt was excused from the meeting due to a prior commitment.

Ms. Grabowsky requested funding to be approved before May due to expenses already incurred. She also addressed the visitor guide, as far as getting ad sales to cover the cost of making the visitor guides.

Mr. West questioned what the \$15,000 was for in the budget. Ms. Grabowsky stated it was for additional guides for the rack system.

Ms. Close stated LCEDC board are supportive of the Chamber getting 25% of funding and she further noted they want more collaboration with the Chamber. She was not aware additional guides were needed.

Mr. Haatvedt would like to table the discussion on naming the entity until 2026 and continue with the funding of 75%/25% for 2025 and then have the Commission reaffirm its position on a tourism entity. Attorney Winter agreed that this could be done but there would need to be separate action.

Mr. Haatvedt requested a motion authorizing tabling the naming of a tourism entity until 2026.

Ms Close, LCEDC, noted this action should be taken before 2026 due to planning purposes for tourism advertising.

Mr. Haatved then agreed to tabling the naming of a tourism entity until August 31, 2025.

Attorney Winter noted this should be done earlier than August. Mr. Haatvedt then agreed the date should be June 30, 2025.

Authorize tabling the naming of a tourism entity by June 30, 2025.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Chet Haatvedt, Member
<b>SECONDER:</b>	Tom Quinlan, Temporary Chairperson
<b>AYES:</b>	David West, Tom Quinlan, Chet Haatvedt
<b>EXCUSED:</b>	Bill Brandt, Gordon Neve

4. Funding for Tourism

Discussion was held on the remaining 25% of tax funds that were not allocated at the last meeting and if the funds could be allocated now and review the tourism entity and funding for the 2025 funds be done at a later date. Attorney Winter agreed this should be done.

Approve distributing 25% of the 2024 Hotel/Motel Tax funds to the Antigo/Langlade County Chamber of Commerce and Visitors Center.

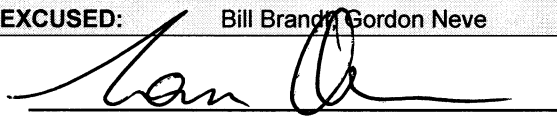
<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Chet Haatvedt, Member
<b>SECONDER:</b>	Tom Quinlan, Temporary Chairperson
<b>AYES:</b>	David West, Tom Quinlan, Chet Haatvedt
<b>EXCUSED:</b>	Bill Brandt, Gordon Neve

**Any Other Matters Authorized by Law to be Considered**

**Adjournment**

1. **Motion to:** Adjourn at 10:12 AM

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Chet Haatvedt, Member
<b>SECONDER:</b>	David West, Member
<b>AYES:</b>	David West, Tom Quinlan, Chet Haatvedt
<b>EXCUSED:</b>	Bill Brandt, Gordon Neve

  
Tom Quinlan, Temporary Chairperson

4-21-2025  
Date

Attachment: Hotel Motel 3-5-25 (7576 : Minutes)



**To:** Mayor and City Council  
**From:** Kaye Matucheski, Clerk-Treasurer/Finance Director  
**Date:** June 25, 2025  
**Re:** Election of Officers for 2025-2026 - Chairperson, Vice Chairperson, and Secretary

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City of Antigo ordinances require the Hotel/Motel Tax Commission members be appointed for one-year terms beginning May 1<sup>st</sup>. From these appointments, the officers are elected each year so there will need to be elections for a Chairperson, Vice Chairperson, and Secretary.

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

Name of application organization: **Antigo Lions Club**  
Antigo Lions Club Inc., Federal Employee Identification Number: 39-6093777 NAICS code: 813410

Amount requested from Room Tax Commission: \$ **6,600.00 with approved paid receipts**

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

Person in Charge of Project: **Zach Zagar**

Address: PO Box 427

E-mail Address: [zzagar@southsidetire.com](mailto:zzagar@southsidetire.com)

City: **Antigo**

State: **WI**

Zip Code: **54409**

Home Phone: **715-216-5507** Business Phone:

1. Is this a first time event? Yes \_\_\_\_\_ No **X** If yes, skip to # 4  
If no, go to # 2

2. Was the event successful in the past? Yes **X** NO \_\_\_\_\_

3. By what measurement was the event successful?  
National Exposure \_\_\_\_\_  
Regional **X**  
Tourism **X**  
Local Attendance **X**  
Estimated Local Attendees **4,000**  
Total Event Attendance **11,500**

4. Are the beneficiaries:  
Youth **X**  
Adults **X**  
Seniors **X**

5. Does the event have an admission charge? **YES**  
If yes, how much? **\$35 one day/\$60 Weekend/\$5 parking**

6. Is there a discount or waiver for youth? **YES**  
If yes, how much? **12 AND UNDER FREE**

7. Did the event create a profit? **YES** \_\_\_\_\_ **NO**

All profit goes

back to the clubs and organizations that help out along with other programs.

Attachment: Hotel Motel Application Form for Antigo Lions Club Roaring Raceway Off Road Race Event 2025 (7582 : Antigo Lions Club Off

8. How much time will a visitor spend at your attraction? **Racers came in on Monday and Tuesday of the event. The spectators came Friday and through the weekend.**

9. Project number of overnight stays visitor attraction will generate in Antigo: **Lodging Metrics are being collected. Holiday Inn Express, Sleep Inn and Super 8.**

10. Will the profit be re-invested in the community? Yes

**The Antigo Lions Club’s focus is to build relationships and improve the world through kindness. It is our mission to serve and give back. We will be making contribution to various clubs and organizations through this event including but not limited to the Antigo Hockey Association, Langlade County 4-H Association, The Gridiron Club, The Antigo Youth Bowling Club, and other non-profit organizations.**

11. Are any directors, volunteers, or board members provided compensation or reimbursement from a City donation or event proceeds? **NO**

12. Will the City be expected to provide future support?  
If yes,

Cash	_____
Police	_____ <b>X</b> _____
Fire/EMS	_____ <b>X</b> _____
Utility	_____

Detailed description of the project: (if necessary complete on separate sheet): 4<sup>th</sup> Year

**The world’s greatest short course off-road races are gearing up for another season of AMSOIL Championship Off-Road. Expect to see top-tier talent, world class venues and battles that are sure to go all of the way down to the wire.**

**The Amsoil Championship Off-Road race brought to you by the Antigo Lions Club, is an off-road race event featuring several classes of off-road trucks and buggy racing on a dirt track. The series made the stop in Antigo, Wis. June 6-8<sup>th</sup> and showcased well over a dozen classes of racers, headlined by strong entry lists across all of the Pro Truck and SXSclasses racing for cash and trophies on the half-mile dirt oval. A one-day pass was \$35.00 or a weekend pass was \$60 with free entry for kids 12 years and younger. On-site parking was \$5.00 per day. Off-road racing has an extremely passionate fan base and this series has been growing with record number of visitors each year. This racing event brings hundreds of racers from all over the United States. It is a main event for Langlade County and the businesses, clubs and organization look forward to this huge economic boost to our community each year.**

Describe how the project would be marketed to the visiting public:

**The 2025 Marketing Campaign target demographic remains the same is Male 25-65 years of age. The Target Area utilizing remains to be Wausau, the Valley (Green Bay and Appleton) along with Northwoods and Upper Peninsula utilizing Radio, Print, and Social Media. The Social Media Campaign using a media company that specializes in Racing podcasts/social media campaigns. Impulse Media <https://www.theimpulshub.com/> will be doing live podcasts and placement of media to hype up the event with an ultimate goal of increase ticket sales.**

WEBSITE: [www.antigoracing.com](http://www.antigoracing.com)

**Although exact revenue or economic impact numbers from the week of June 1-8, 2025 aren't publicly available, the pattern from previous years and other off-road events point clearly to significant short-term financial inflows and beneficial long-term community investment. The Roaring Raceway event helps elevate Langlade County's profile and supports both local businesses and nonprofit initiatives.**

**Project Title: ANTIGO LIONS CLUB ROARING RACEWAY OFF-ROAD RACING**

**Total Cost of Project: \$350,000 Marketing Budget \$16,670**

**Estimated project start date: 04/01/2025 Estimated completion date: 06/10/2025**

**Project Advertising Budget: \$16,670**

- The 2025 Marketing Campaign Budget is as follows:
- Digital: Impulse Media; Social Media Campaign and Live Podcasts \$3,500.00
- Radio: Media Buy with NRG Radio \$7,708
- Radio: Results Broadcasting: \$3,462
- Print Media: Langlade County Visitor Guide that is distributed throughout Wisconsin \$1,000.00
- Design: Website/ads updates/ecommerce \$1,000.00