CITY OF ANTIGO

HOTEL MOTEL COMMISSION

MINUTES OF MEETING HELD

JUNE 26, 2019

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	
Deena Grabowsky	Member	Present	
David West	Member	Present	
Tom Quinlan	Member	Present	
Angie Close	Member	Present	

Others in attendance: Mayor Bill Brandt, Kaye Matucheski, Clerk-Treasurer/Finance Director; Sarah Repp, Park, Recreation and Cemetery Director; Drew Lundt, Langlade County Chamber of Commerce; and Jaime Horswill, Lead Office Assistant.

2. Mayor Brandt called the meeting to order so the elections could be held.

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

Mayor Brandt advised that the Commission will be electing a Secretary as part of the agenda today. If the Commission wishes, Jaime Horswill will continue to take minutes and organize/distribute agendas.

Mayor Brandt also advised that Michael Winter is the City Attorney and will give the Commission opinions but will not be doing this for individual members just looking for information. He did give a few opinions regarding today's meeting that he was questioned on.

The first question was if item four (Selection of Proposal Regarding New Visitor/Welcome Center Including Location and Lead Entity) was able to be on the agenda. All the current members of the Commission are old members so they have all of the information needed to act on item four. If the new Commission wants to take the agenda item off, it is up to the new Chairperson.

The second question was if Alderperson Tom Bauknecht would have a conflict of interest on item four and Mr. Winter determined he does not have a conflict of interest and can vote.

1. Election of Chairperson

Motion to appoint Tom Bauknecht as Chairperson.

Tom Quinlan advised that he does not feel it would be in the Commissions best interest to have Deena Grabowsky or Angie Close serve as Chairperson of this Commission.

Mayor Brandt explained the make up of the new Commission to be in accordance with State Statute.

Mayor Brandt turned the meeting over to Tom Bauknecht as Chairperson.

RESULT:	**CARRIED [UNANIMOUS]**
MOVER:	Angie Close, Member
SECONDER:	David West, Member
AYES:	Bauknecht, Grabowsky, West, Quinlan, Close

2. Election of Vice Chairperson

Upon inquiry by David West, Angie Close advised that the Vice Chairperson would Chair the meeting if the Chairperson were gone.

Motion to appoint Tom Quinlan as Vice Chairperson.

RESULT:	**CARRIED [UNANIMOUS]**
MOVER:	David West, Member
SECONDER:	Deena Grabowsky, Member
AYES:	Bauknecht, Grabowsky, West, Quinlan, Close

3. Election of Secretary

Alderperson Bauknecht noted that he would like Ms. Horswill to continue to take minutes and organize and distribute agendas.

Deena Grabowsky indciated that she is all for this, however, the secretary shall be appointed from among its members. According to State Statutes, Ms. Horswill can not fill this capacity.

Mayor Brandt indicated that the Commission will need to elect a Secretary and Ms. Horswill can continue to take minutes and organize and distribute agendas.

Alderperson Bauknecht moved to appoint Angie Close as Secretary.

Upon inquiry by Tom Quinlan, Deena Grabowsky indicated that she would be interested as well.

Kaye Matucheski, Clerk-Treasurer/Finance Director, indicated that voting cannot be done secretively unless it is for Council President and City Plan Commission.

Vote for Angie Close as Secretary: Close, Bauknecht, and West. Vote for Deena Grabowsky for Secretary: Grabowsky and Quinlan.

Upon inquiry by Mayor Brandt, Ms. Close and Ms. Matucheski indicted that the Chairperson would be responsible to sign the minutes.

RESULT:	**CARRIED - VOICE VOTE**

4. Selection of Proposal Regarding New Visitor/Welcome Center Including Location and Lead Entity

Alderperson Bauknecht commented that this item has been up before the Commission to vote on previously.

Upon inquiry by Mr. West, Ms. Close advised that nothing has changed regarding her proposal.

Ms. Grabowsky indicated that she has updated her proposal so it was a little more clear to look at. She indicated that the Langlade County Chamber of Commerce would continue to do a lot of the things they currently do such as the 800 number for trail reports, 24/7 vestibule to gather information, easy access for parking, great outdoor space. She touched on the events that the Chamber currently does hoping that some of them create overnight stays, they have created and have ownership of the Visitor's Guide and will continue it.

Ms. Grabowsky attached some of the Chambers advertising to show how they promote the County as a whole.

Ms. Grabowsky further indicated that the Chamber does not plan on moving and if the

Commission decides to go with the plan at the Museum, the City would have two Visitor Centers. She further indicated that their summer numbers are already up as people are calling and stopping in. They have been a Visitors Center for many years.

Mr. West questioned why this cannot be done at the Historical Society. Why would it change what you do regardless where you are?

Ms. Grabowsky indicated that they would still stock and keep information there but the Chamber still firmly believes the location for easy in and out is the current location. Yes, getting into the Museum may not be difficult, but getting out on a busy day is challenging. They want to make it as easy as possible for people coming to visit.

Ms. Close noted that the main reason this was brought up was for the entities to come together instead of being separated. Marketing is another issue with regards to that. With both entities doing their own thing, we are in the same boat. The Welcome Center is about coming together with a plan to market the community and not to be separated. She proposed a Welcome Center at the Museum because of the attraction piece. When you talk about the future and how people are looking at coming to the area and those marketing features that fit, it is only going to be about the attractions. People are going to get whatever information they can on their phone without stopping unless there is something to see or do. That is why she is adamant about having a Welcome Center at the Museum.

Ms. Close further commented that the Museum is going to be renovated no matter what. This is about the resources and what the money can actually do and how the remaining funds can be used towards a marketing plan.

Ms. Close understands that the Chamber is member driven and they have their own organization that they have to take care of. They can still do that but the tourism and marketing should come together somehow and that needs to be in a marketing/tourism council. The Welcome Center at the Museum just seems to be that fit.

Alderperson Bauknecht indicated that the Commission has discussed this item numerous times and nothing has really changed except the configuration of the Commission.

Ms. Grabowsky questioned the agenda item and what the lead entity means. She does not understand why the agenda item includes both the location and lead entity.

Ms. Close explained that the Commission is the current Commission. The Commission would designate dollars for a marketing staff and the tourism industry for development.

Ms. Grabowsky indicated that she has reached out to the Chamber's legal counsel, the State Legislative Council, and the lodging. The tourism entity is a non-profit that has been in existence. The Chamber has been the tourism entity for the last 13 years with the Commission. It is her understanding that the Chamber cannot be removed as the tourism entity and the Commission cannot create a new tourism entity. If you want to follow up and research this further you can. Further, you need to spend 51% of your revenue on tourism, which the Chamber currently does.

Ms. Close noted Wisconsin Act 55. She advised that the tourism entities either the Chamber or Economic Development Corporation would be legal.

Ms. Grabowsky indicated that you cannot legally change a tourism entity or add a new one if one is in existence. She noted that she has checked with three different places regarding this. If the Commission is looking at creating a tourism council under the Commission, there does not need to be a lead entity with that as you are only bringing people together to come up with ideas and the Commission votes on it any way. The tourism council would have no rights to vote, only bringing up suggestions.

Drew Lundt, Langlade County Chamber of Commerce, advised that the Chamber is being asked to be housed at the Museum. They have tried to work with the Museum and given it 200% effort for over a year.

Ms. Close advised that the Chamber was never asked to give up the Chamber. What is being asked is collaboration between the Chamber and Economic Development for the tourism and marketing. This is about resources for both entities to survive in a non-profit world and not duplicating efforts.

Ms. Close commented that a brand new building just does not make sense. How do we use less dollars and accomplish more for the community?

Ms. Matucheski inquired about where in the statutes Ms. Grabowsky found her information. She indicated that she does not see any place in the statute where this is mentioned. Ms. Grabowsky is unaware where it is in the statutes and did not have the names of who she spoke with at the meeting.

Alderperson Bauknecht noted that the City Attorney has given his advice on the City's position.

Ms. Matucheski noted that the Commission can vote and as the Commission the matter can be referred to Attorney Winter to make sure things are legal.

Ms. Grabowsky indicated that she would like item four to be split into two separate votes.

Alderperson Bauknecht and Mr. West indicated that they can be vote on as one and referred to Attorney Winter.

Alderperson Bauknecht moved to approve the proposal from Langlade County Economic Development Corporation to have the Visitor/Welcome Center at the Museum.

Tom Quinlan commented that he believes the Chamber and its location is a good entrance into the community. Both entities are capable of heading up the Visitor/Welcome Center however there is not a whole lot of collaboration at this point.

Mr. West commented that the Chamber proposal is not cost effective to him.

As a Commission, Chairperson Bauknecht is referring this matter to Attorney Winter for his review and issue a formal opinion.

RESULT:	**CARRIED [2 TO 1]**
MOVER:	Tom Bauknecht, Ward 4
SECONDER:	David West, Member
AYES:	Tom Bauknecht, David West
NAYS:	Tom Quinlan
ABSTAIN:	Deena Grabowsky, Angie Close

Any Other Matters Authorized by Law to be Considered

None

Adjournment

1. **Motion to:** Adjourn at 9:00 am

RESULT:	**CARRIED [UNANIMOUS]**
MOVER:	Tom Quinlan, Member
SECONDER:	David West, Member
AYES:	Bauknecht, Grabowsky, West, Quinlan, Close

Tom Bauknecht, Chairperson

Date